

COFFEE AND TEA **INDUSTRIES** **AND THE FLAVOR FIELD**

FEBRUARY
1961

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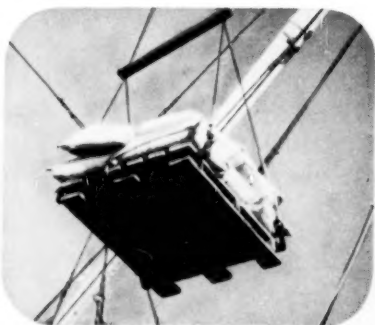
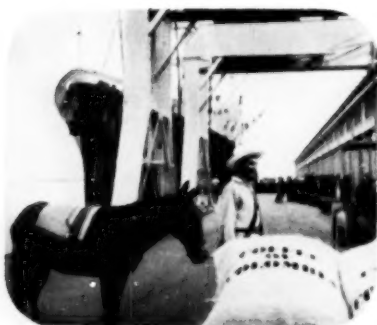
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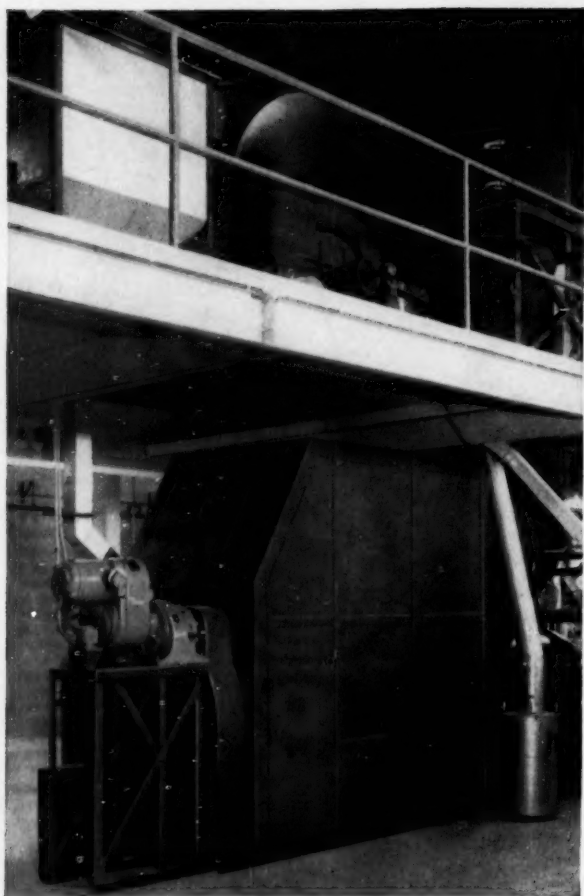
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COFFEE AND TEA INDUSTRIES

AND THE FLAVOR FIELD

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FEBRUARY, 1961

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ABOUT THE COVER:

Coffee from the Kona district of Hawaii has been increasingly in the news of late. McGarvey-Atwood's new blend is the newest packaged coffee to include it's use. Our cover shows a drying scene on the islands.

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FEBRUARY, 1961

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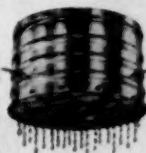
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The Need For "Togetherness" . . .

Further on in this issue of COFFEE AND TEA INDUSTRIES we've reprinted excerpts from the speech delivered by Dr. James E. Wood at the recent convention of the National Coffee Association. Dr. Wood, as our readers will recall, is Director of Research for the Pan American Coffee Bureau. That means that he is in the enviable position of being sure of his facts and figures. Many of the points which he raised in this speech were important. How important we will leave to the judgement of our readers who will take the time to read and digest the article which follows.

Let's examine some of Dr. Wood's findings. Take consumption of coffee as one. He points out that per capita consumption of coffee in the United States presently stands at 16 pounds. He goes further and projects the probable consumption of coffee on a per capita basis through 1970. By 1965 this figure should stand at an approximate 16.9 pounds; 17 pounds by the early 1970's.

All of this is an excellent picture of what may well be the accepted consumption rise over the next decade. But why not attempt to build it up to even higher levels. There's an elderly story for children which might serve as a corollary for an approach to be made to the whole problem of educating the American consumer to greater usage of coffee. It goes like this.

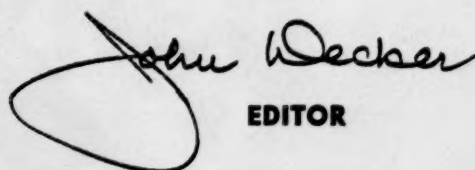
One sunny day Henny-Penny was making the rounds of the barnyard when an acorn fell on her head. Henny-Penny immediately made tracks for her friends, Cocky-Locky, Goosey-Loosey and Turkey-Lurkey and announced that "the sky is falling". What we are suggesting is not that the sky fall on the consumer's head but that a completely integrated promotional effort be initiated by producing countries and our own importers and roasters in the United States.

As one suggestion to this effort of closely knit advertising in the consumer press let's examine the plight of another industry at one time. We're

speaking of the gas appliance industry. At one period electrical appliances had dealt gas appliances a body blow. Sales of the latter were down, way down. There seemed to be no way to spark a resurgence. Marketing however, like nature, abhors a vacuum, so it was decided to do something about the matter. Realizing that in unity there is strength the industry went about tying in their promotional effort among all members of the trade. That meant that producers of gas appliances, gas utility companies, and the appropriate industry associations, all tied in to the effort to promote gas. A symbol was devised, one that immediately brought to the consumer's mind, the fact that gas as a fuel was preferable to electricity. Gas utilities, and the entire industry, adopted this symbol. It appears in all their advertising, on their television shows, on their billheads. In short, it amounts to total saturation. And, the consumer has become increasingly aware of the benefits of gas as a fuel! Result, sales are up in all of the various areas which encompass the use of gas. The industry was happy to subsidize such a program. The proof of the pudding is evident in the dollars donated to their national associations.

It's high time, we think, for such a symbol to be devised for our own coffee industry. One that could be used on labels, on containers, in the retailer's own local advertising. One that will point up the benefits of coffee to the consumer. In short, something that every segment of the trade can tie in with. What is done today can be the lever which will untie tomorrow's sales, both for the industry in its entirety, and for the individual roaster or packer in his own community.

We would like to think that such a concerted, all-out, *integrated*, industry attempt may help us to realize the "golden opportunity" the future holds for coffee sales. The collective, *and only the collective*, resources of our industry, in men, money and imagination, will insure our own and the industry's growth.


EDITOR

WHAT DISTINGUISHES BRAZILIAN COFFEE FROM ALL OTHERS ?

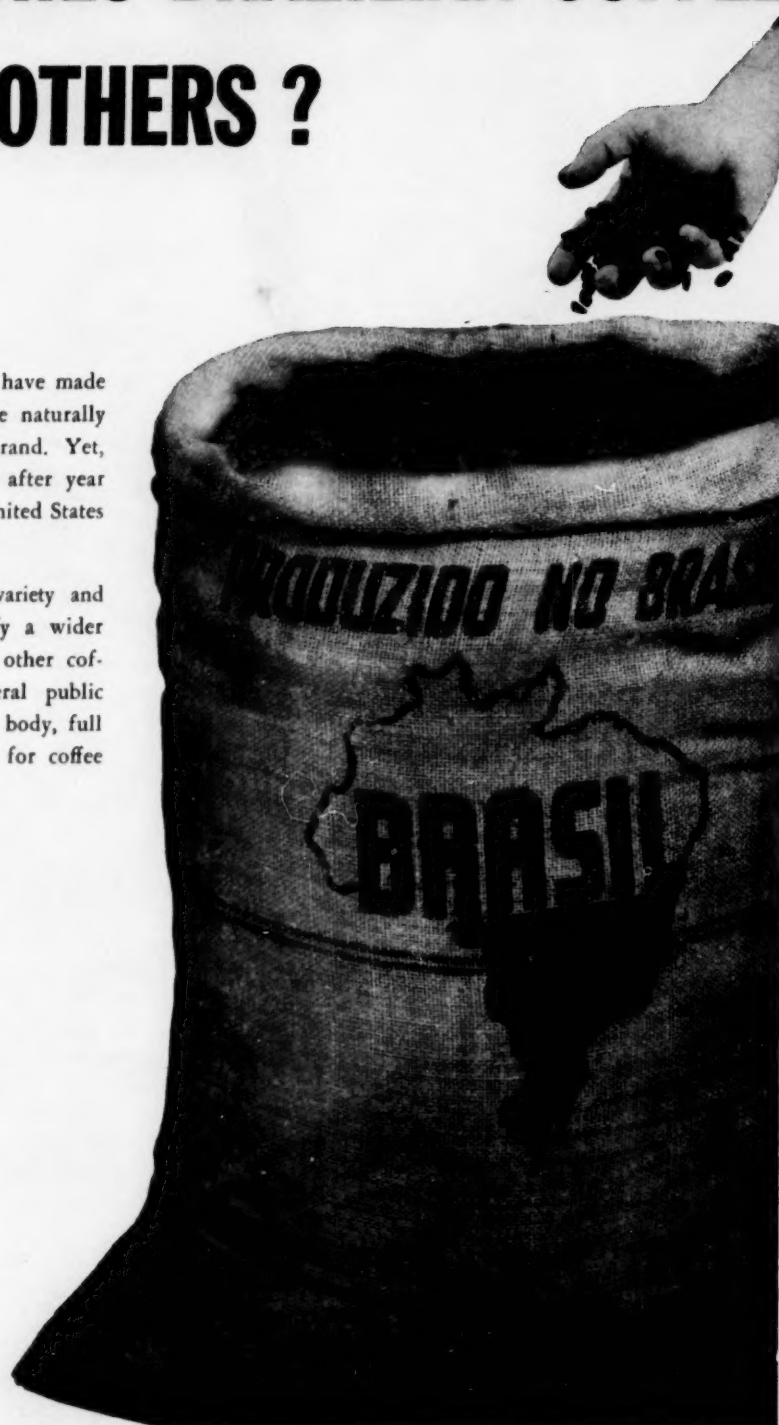
**BRAZILS
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The millions of U. S. citizens who have made coffee the nation's favorite beverage naturally do not all like the same blend or brand. Yet, one country, Brazil, continues year after year to export more of its coffee to the United States than any other country.

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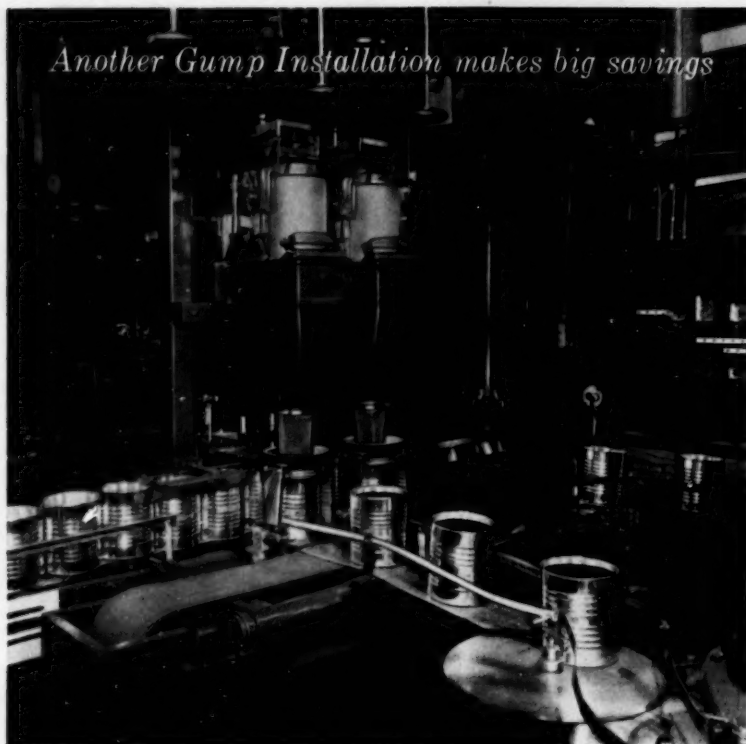




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FEBRUARY, 1961

120 WALL STREET, NEW YORK 5, N. Y.



NEW Series 600 GUMPCO Can Line Packs 3-Lb. Cans Automatically and Accurately

This customer had increasing demand for 3-lb. packing for institutional, government and vending business. They needed more efficient, higher speed packing than was possible in a manual operation.

The answer? A new Series 600 Gumpco Can Line, incorporating two No. 600 Gumpco Net Weighers with automatic can conveying, timing, packing and ejecting equipment. This provides a single, compact unit, feeding to two existing closers.

Speed of this particular line is 30 cans per minute — as much as the closers can handle. Weights are consistently accurate, and dense packing is accomplished while the cans are held stationary under the weighers, and enclosed by "hold-down" funnels to minimize spillage. Only one operator is required to supervise the entire filling and closing line.

Your coffee packaging requirements may be entirely different — in type of coffee, containers, weights, and capacity — but the complete Gump line includes the unit that will meet your needs as exactly and efficiently as this installation. Write for further details and specific recommendations, without incurring any obligation.



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One of the more interesting speeches at the recent N.C.A. convention is excerpted below. It's premises are indicative of the widening areas for coffee sales in the next decade . . .

"golden opportunity for coffee sales"

By DR. JAMES E. WOOD

Director of Research, Pan American Coffee Bureau



"I am going to restrict my remarks to the coffee market in the United States, but more particularly to the areas in which coffee is "under-consumed", and to the prospects for the growth of coffee sales in the next ten years. This subject—which comes under the heading of market research—is one involving a vast amount of detail, but we will try to look at the broader aspects and trends.

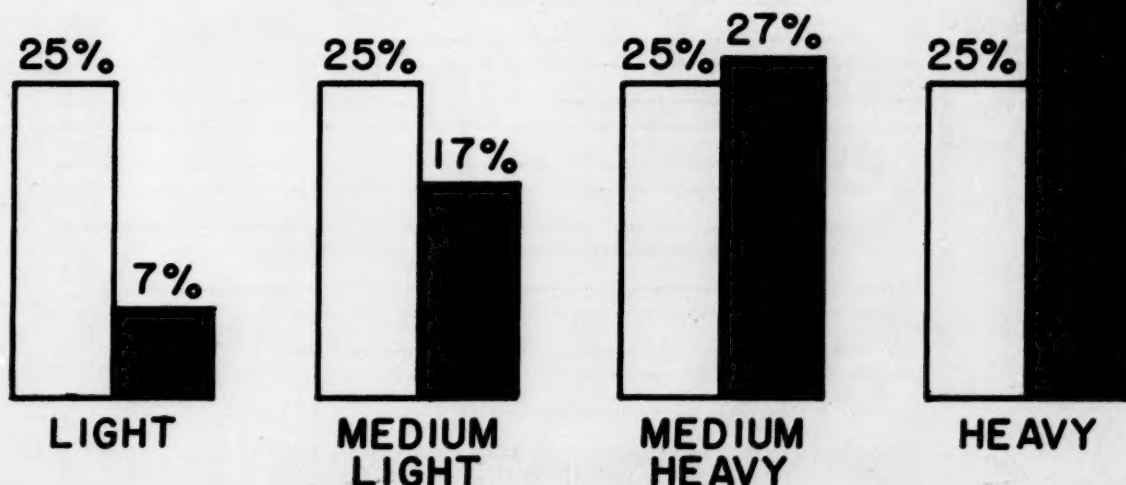
By the coffee market we here refer to the places at which the product is offered to and purchased by ultimate consumers, and the volume of sales that result. This market, of course, is at the end of the pipeline which starts in the producing countries and which extends through intermediary markets until the finished product it carries leads into households, public eating places, and institutions.

"In recent years the contention that there is an under-consumption of coffee has been given a lot of emphasis. What is meant by underconsumption? To answer that question directly, I should say, having in mind the United States in particular, that coffee is being underconsumed (1) if practically all persons above a given age do not have coffee in their daily diet; (2) if it is not being drunk on most occasions when a beverage is desired, whether alternative beverages are available or not; and (3) if the coffee beverage drunk is substandard in that it has been made with insufficient roasted-coffee equivalent in the cup. I should explain here that when we speak of roasted-coffee equivalent we of course include instant coffee, each pound of which represents three pounds of roasted coffee.

(Continued on page 10)

HOUSEHOLD PURCHASES OF COFFEE BY QUARTILES (JAN. - JUNE 1960)

100%  IF ALL HOUSEHOLDS HAD BOUGHT THE SAME AMOUNT
100%  ACTUAL PURCHASES



"a golden opportunity for coffee sales"

(Continued from page 9)

These conditions, as you will note, stress universality of coffee drinking in the population, including those in the teen ages, frequency of coffee drinking and the quantity of coffee beans per cup. These are the specific focal points of coffee consumption. The measure of underconsumption, therefore, is the difference between the volume of coffee used under less than optimum conditions—which now prevail in the United States—and at optimum, or ideal, conditions which can be described and quantified if we use certain assumptions. That is to say, if we look at where we now are and consider where we could be.

"My task is, first, to discuss the nature of underconsumption in the light of our definition; second, to indicate how coffee sales may be expected to expand in the present decade as a result of population and income growth, and, third, to illustrate what the further expansion of coffee sales in the 1960's could be if ideal conditions could be established. The upshot of this whole exercise will be to have demonstrated that the years immediately ahead do offer golden opportunities—if the coffee industry in general and the trade in particular will make the most of them.

"We already have defined, in one way, the areas in which coffee is being underconsumed, but let's speak of them in another way: (1) there are the people who drink coffee but who have a relatively low daily cup consumption, and in that group the younger and older people are conspicuous; (2) there are the people, notably the young,

who drink no coffee at all; and (3) there is the population in general, which in households at least consumes coffee with sub-standard bean-equivalent in the cup. In the household sector of the economy, which accounts for three-quarters of total coffee use, underconsumption is reflected in the rates of household purchase."

Concentration of Coffee Purchases by Households

"Let us discuss areas of underconsumption, starting with household purchases. One of the most interesting things about these purchases comes to light if we arrange the households in groups, according to the amount of coffee they buy. As you will see on the chart, we have divided them into four groups, each representing 25 percent of the total, and have labeled them heavy, medium-heavy, medium-light, and light purchasers. It is found that the heaviest-purchasing group buys almost half of all coffee used in households, while the lightest-purchasing group buys only seven percent of the total. The two middle groups, the medium-heavy and the medium-light, account for proportions of 27 and 17 percent, respectively, of total coffee purchases.

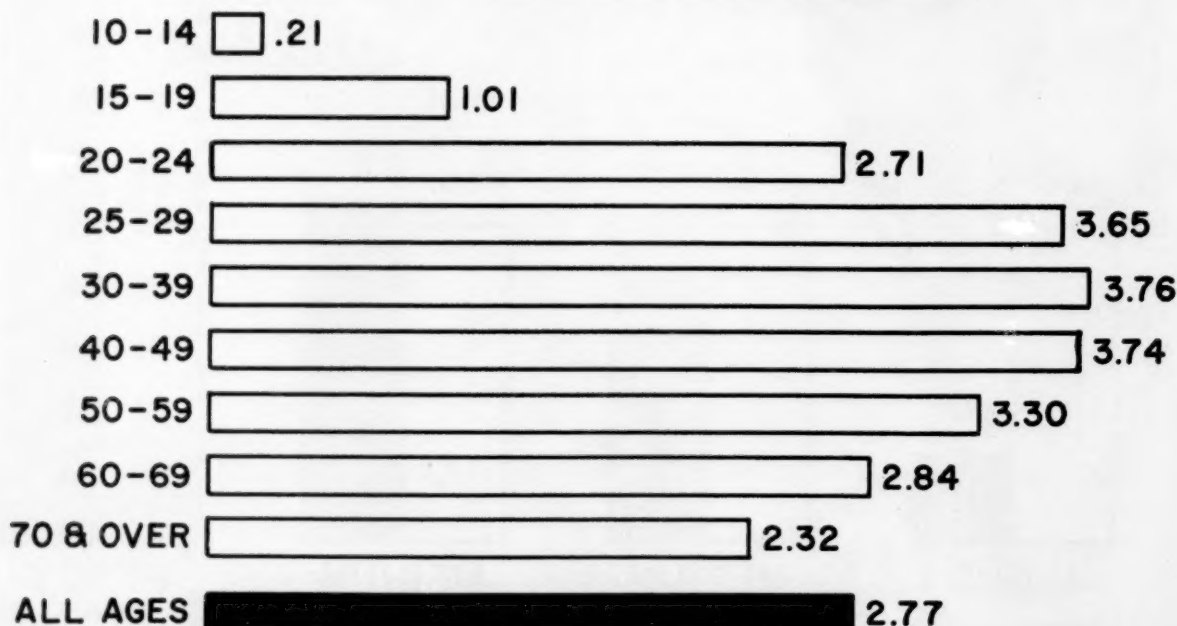
"Among these four groups there are several important differences and similarities. They could be discussed at length with regard to size, age of housewife, regional location, occupation and education of head of household, per capita coffee consumption, and average coffee purchases. However, we can not go into all of those details here. For our purposes, though, we must observe that the households in the 25 percent representing the heaviest purchasers bought at an average rate of 66.2 pounds per year, or 1.3 pounds per week. In descending order of importance, the next three groups bought coffee at an average

(Continued on page 12)

COFFEE DRINKING BY AGE GROUPS

1960 - WINTER

CUPS PER PERSON PER DAY





A
skilled hand
brings out
the best
in tea

It has been our aim for over twenty years to bring you the finest in tea bag paper.

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C. H. DEXTER & SONS, INC.

Manufacturer

Windsor Locks, Connecticut

"a golden opportunity for coffee sales"

(Continued from page 10)

rate of 36.6, 23.0 and 9.4 pounds per year, or at an average rate of 0.7, 0.4 and 0.2 pounds per week, respectively.

"At the present average price of a pound of regular coffee, \$0.65, the average annual outlay of the heavy purchasers would be \$43.03, of the medium-heavy purchasers \$23.79, of the medium-light purchasers \$14.95, and of the light purchasers \$6.11. Hence the average annual outlays for coffee made by the three groups below the heavy purchasers are relatively or absolutely small. In 1960 the average expenditure for coffee by all households was only around \$22.30."

Cup-Yield Rates

"These low purchase rates of the large majority of all households reflect the areas of underconsumption about which we have been talking. So that we may keep these areas clearly in mind I will restate them: a lower proportion of people drinking coffee than there could be; coffee being drunk too infrequently each day by a substantial portion of the population; and a substandard quantity of roasted-coffee equivalent in the cup.

"What is the evidence relating to these areas of underconsumption? First, the quantity of coffee going into the cup. A shorthand expression we use in referring to the amount of coffee in the cup is "cup-yield" rate. By cup-yield rate is meant the number of cups of beverage obtained from a pound of regular coffee or an ounce of instant coffee. A high yield rate means stretching and a low-quality beverage. For regular coffee the industry-recommended yield is 40 cups to the pound. For instant coffee, experienced people in the trade probably would agree on a figure of around 12 to 14 cups per ounce. At the Bureau, we have in the past, for statistical purposes, used a figure of 12.5 cups per ounce, although a recent study indicates a somewhat lower national average, which I will mention below.

"In past years the Bureau has had several studies made of cup-yield rates in homes. The last of these, made at the end of 1959, disclosed that regular coffee was being made in homes at an average cup-yield rate of 62.2 cups per pound, or more than a third (35.5 percent) higher than an acceptable standard of, say, 45 cups per pound. Instant coffee in the 1959 study showed an average use of 11.8 cups per ounce. Since 1956 the cup-yield rate for regular coffee has been reduced to about 62 cups per pound from almost 64, and that for instant coffee from close to 15 cups per ounce to less than 12. We think that these changes in the readings have some significance. At the same time, cup-yield rates for regular coffee are very high in most homes, and it is in this area that great improvement is needed.

"When we go behind the averages to examine the range in cup-yield rates we are astounded at the vast differences in the quantity of coffee per cup used in households in this country. The 1959 study showed that people made regular coffee all the way from about 35 cups to 113 cups per pound, and instant coffee all the way from 8.3 to 40.5 cups per ounce. In this connection, it is significant that 78 percent of the cups of regular coffee were made at rates above 45 per pound, and that 54 percent of the cups of instant were made at a rate of more than 11.8 cups per ounce.

"These figures clearly show that a large and continuing effort must be made to reduce cup-yield rates, particularly for regular coffee which represents the bulk of all coffee consumed in homes as well as in the economy generally."

Proportion of Population Drinking Coffee

Next, we will consider the proportion of coffee drinkers in the population. Some figures on coffee drinking in the United States will bring out that more people could be drinking coffee and with greater frequency. As many of you know, the Bureau has had coffee-drinking surveys conducted for it in every year beginning with 1950.

"In the winter of 1960 somewhat less than 74 percent of the population 10 years of age and over reported that they drank coffee. The figure exceeded 77 percent in early years but has been lowered by the relative increase in the numbers of teenagers, who generally drink much less coffee than adults or do not drink it at all. Last year less than 14 percent of the population 10-14 years old drank any coffee, and the figure for the 15-19 year-old group was about 41 percent. For the higher age groups the proportion of coffee drinkers ranges from 70 to over 91 percent.

Amount and Frequency of Coffee Drinking

"Finally, some information on frequency of coffee drinking. The average number of cups drunk per day in 1960 by persons 10 years of age and older was 2.77 cups, which compares with 2.38 cups per day in 1950. Among the various age groups, the 10-14 year olds average about a fifth of a cup per day and the 15-19 year olds one cup per day. The averages rise by age groups to a high of 3.76 cups per day for those 30-39 years of age, which is the age group that drinks coffee with most frequency, and then decline, the lower rates becoming marked in the groups over 60 years of age.

"More of the average daily cup consumption occurs at breakfast than at any other time of the day. At breakfast the average consumption is more than one cup per person, but on no other occasion during the day is the figure more than half a cup. Thirty percent of the population 10 years and over averages only one or two cups per day. There are many other figures to illustrate the point, but I probably have given you too many already.

"From the foregoing figures and from a study of the coffee-drinking reports, these conclusions emerge: a higher proportion of the people in each age bracket could be coffee drinkers and could drink coffee with more frequency. This is true of all age groups. The younger people, particularly those in their teens, should have, and are going to receive, more attention. If they can generally be introduced to coffee, they will become established consumers by the time they are adults. Then there are the older people, whose consumption declines as their years increase. Coffee is a healthful beverage for those of advancing years too."

Coffee Consumption in 1960, Actual and Ideal

"We have covered in a summary manner the areas in which there is underconsumption. Now I want to speak of the volume of coffee consumed in 1960 and compare it with the volume of coffee that would have been used under ideal conditions. Last year, total coffee consumption in the United States was the equivalent of about 2.39 billion roasted pounds or 21.5 million bags of green coffee. This figure includes sales to the Armed Forces but excludes re-exports, and it is adjusted for changes in

green inventories. If, however, regular coffee had been brewed at the rate of 45 cups per pound, with instant being made at the already-mentioned rate of 11.8 cups per ounce, and if coffee drinking had averaged three cups per day for all persons 10 years of age and over, total consumption would have been 3.24 million roasted pounds or the equivalent of 29.2 million bags of green coffee. At this figure we would have consumed 850 million more roasted pounds or 7.7 million more bags of green coffee—a rate 36 percent greater than actual consumption. You may disagree with the assumptions used in arriving at that higher figure, but if you think that any figure higher than the actual one is not attainable I must conclude that whatever soul-searching you have done on coffee sales has been governed by a gloomy fatalism.

"With consumption 36 percent higher in 1960 than it actually was, the average household expenditure for coffee would have been about \$30.35 instead of \$22.30, or only \$8.00 more. An average expenditure of around \$30 would have been about the same as in 1953 but somewhat lower than that in 1954 through 1957. Moreover, the weekly purchase rate would have been 0.88 pounds per household per week instead of the actual rate in 1960 of 0.65 pounds. Store inventories would have moved more rapidly, and this would have reflected substantially larger benefits to the industry all the way back along the pipeline to the producing countries."

Projections of Consumption Through 1970

"Consider the outlook for total coffee sales in the United States in the present decade.

Last year, in conducting the world coffee study for the Coffee Study Group in Washington, we contracted with Econometric Specialists of New York to make, among other things, projections of world coffee consumption through 1970. This involved preparing estimates for each importing country. This work, which resulted in forecasts for each year of the present decade, was done under the direction of Dr. Colin Clark of Oxford University, in England.

The estimates made for coffee are the most comprehensive in existence, and those on future consumption potentials in each country provide planning information for promotional campaigns. Dr. Clark's method for countries having sufficiently long series of statistical data was mathematical, involving the working out of estimating equations and using them to calculate projections, and this was the method he used for the United States, for which he examined 40 years of continuous statistical data on coffee prices, income and related information. We at the Bureau had earlier made some projections for the United States by means of a different method. Interestingly, certain of the results of the two projections are rather close together, except for the fact that we at the Bureau took into account specifically the possibility of a lowering of average cup-yield rates over the years ahead and the effect that such a development would have on aggregate consumption. As already brought out with respect to 1960, a much larger total potential consumption is derived if lower cup-yield rates and somewhat higher drinking rates are introduced. After presenting Dr. Clark's estimates we will indicate what the lowering of cup-yield rates could mean for total coffee use in this country.

Before stating those estimates, which forecast a rise in consumption, we should mention the prospective changes

(Continued on page 14)



LEON ISRAEL & BROS., INC.

COFFEE IMPORTERS

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SAN FRANCISCO
160 CALIFORNIA STREET

NEW ORLEANS
300 MAGAZINE STREET

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AGENTS FOR

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Coffee Planters & Exporters

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Paranagua	Angra Dos Reis

Israel (London) Ltd.

General Agents for Europe

110 Cannon Street, London, E. C. 4, England

"a golden opportunity for coffee sales"

(Continued from page 14)

in the basic conditions underlying them. Total population in mid-1960 was 180.5 million, but by mid-1965 it is expected to rise to 193.6 million and by mid-1970 to 208.2 million. The increase in the next five years therefore would be about 7.3 percent, with a further increase of 7.5 percent in the ensuing five years; and over the decade close to 28 million people will be added to the population. In the present decade per capital *real* income is expected to rise steadily at an average rate of 2.1 percent a year. Thus per capita *real* income (based on a three-year average and expressed in 1954 dollars) is estimated to have been \$1,755 in 1960, to rise to \$1,947 in 1965 and to \$2,138 in 1970. Using the green spot price of Santos 4 as a base, it was assumed that coffee prices would remain about the same through 1965, even though the prices of other commodities in the United States economy may continue to rise, but that between 1965 and 1970 there will be no other relative price changes.

In discussing the factors used in making these estimates I should mention elasticities of the demand for coffee. The elasticity of demand refers to the amount of a commodity taken or a service used following a change in income or a change in price. In conjunction with the work on his estimates Dr. Clark examined United States coffee and income statistics for the past 40 years and found that the income elasticity for coffee averaged 0.45 percent. In other words, a rise of one percent in per capita disposable income (income after taxes) has on the average been associated with a change of 0.45 percent, in the same direction, in per capita coffee consumption. This is a relatively low ratio. In certain European countries where, because of extremely heavy taxes, coffee prices are very high, a rise in income by one percent would be expected to result in a rise in coffee consumption by more than one percent. One of the interesting things discovered by Dr. Clark is that a rise in income is not immediately reflected in larger coffee purchases but that about three years are required before the full effect of the income rise on coffee consumption is observable.

Changes in coffee consumption also are associated with changes in coffee prices in the United States, but to a lesser extent than changes in income. It was found that a one percent change in price was, on the average, associated with a change, in the opposite direction, of 0.25 percent in per capita coffee consumption. That means that a one percent rise in the retail price of coffee might be expected to result in a decline in consumption of only one quarter of one percent, and that a one percent decline in the retail price of coffee might be expected to result in a rise in consumption by one quarter of one percent. This ratio is the basis for saying that the demand for coffee in terms of price is relatively inelastic.

There have been periods in which there were abnormalities in the demand for coffee, when coffee consumption was below that which would be indicated by per capita income and coffee prices, and periods in which coffee consumption was above what would be indicated by income and prices. The first years of World War II were an example of the former, the period 1946-53 of the latter. It has been assumed that the trend in per capita coffee con-

sumption, and hence in aggregate coffee consumption, will be upward during the 1960's because of all the growth factors involved, particularly the rise in population and income and the prevalence of coffee prices at levels that will be conducive to higher consumption.

Dr. Clark estimated per capita consumption in 1965 at 16.9 green pounds and in 1970 at 17.2 green pounds, compared with about 16 pounds in 1959 and 1960. Each of the per capita figures for future years was then multiplied by the population expected to be in existence in those years, which in turn yielded the aggregate estimated volume of consumption. As a result, it was estimated that total coffee consumption will increase from around 21.5 million bags of green-coffee equivalent in 1960 to 25 million bags in 1965 and to 27.6 million in 1970. The increase in the first five years of the 1960's would be 16 percent, and in the second five years 10 percent. The roasted-coffee equivalent would, as already stated, be 2.39 billion pounds in 1960; in 1965 it would rise to 2.78 billion pounds and in 1970 to 3.07 billion pounds. Thus, on the basis of these estimates the increase in 1965 over 1960 would be 390 million roasted pounds, and in 1970 over 1960 the increase would be 680 million roasted pounds. In terms of green coffee the increment in 1965 over 1960 would be 3.5 million bags and in 1970 6.11 million bags. The average annual increase over the decade would be 68 million roasted pounds and 611,000 green bags.

As indicated earlier, these estimates of Dr. Clark do not specifically allow for a lowering of cup-yield rates, particularly for regular coffee. If the general yield rate can be lowered to an average of 45 regular cups per pound, with instant going somewhat below the 11.8 cups per ounce, and if average daily drinking rates can be maintained at around three cups per day, an additional 7.6 million bags of green-coffee would be required in 1965 and 10.2 million more bags in 1970. Those increments would mean aggregate consumption of 32.6 million bags and 37.8 million bags in 1970—**30 percent and 37 percent higher**, respectively, than Dr. Clark's figures. With effective promotion, which would result in bringing people to want higher-quality beverages, those estimates are not outside the realm of possibility. In any event, if it becomes increasingly possible to stimulate a movement to lower cup-yield rates, the coffee industry in the United States will realize great sales in addition to those that are expected to come about mainly through population and income growth.

In closing, we will take a backward glance at what happened to coffee consumption in the last 50 years. Green-coffee imports in 1911 were about 6.6 million bags, whereas in 1960 they were about 22.3 million bags or more than three times the volume of 50 years ago. Population in 1960 was almost double the 1911 figure, hence aggregate coffee consumption rose much faster than population in that half century. Per capita consumption in 1911 was 8.3 green pounds, compared with about 16 pounds in 1960 or close to twice as large.

All the indications point to the current decade as one of dynamic growth in coffee consumption in the United States. Whether the rate of growth measures up to the potential will depend upon whether the industry makes the most of its opportunities, and it will not have done so unless cup-yield rates are lowered and coffee drinking among large sections of the population is increased.

make a point

Our point—and yours—is this: Everyone *should* drink more coffee. They *should* drink it more often. They *should* make it properly every time—one Approved Measure of coffee to every cup. We say just that in every Pan-American Coffee Bureau advertisement and TV commercial with this memorable line, "Make it coffee . . . make it often . . . make it right!"

make it often

To put this point across, we put it everywhere you look. On television: a barrage of full-minute commercials during the day as well as during prime nighttime hours on four high-rated shows and dozens of attention-getting 10-second commercials week after week—a saturation TV campaign! In print: warm, distinctive full-page ads in Ladies' Home Journal, McCall's, Better Homes and Gardens and Good Housekeeping *plus* a bright, colorful new youth campaign in Seventeen, Co-ed and Modern Miss.

make it work!

Here's where you come in! Sales will go up, coffee-stretching will cease to be a problem, and more and more people use one Approved Measure of coffee for every cup. This will happen, and everyone connected with the coffee business will be together. The Pan-American Coffee Bureau will be an Approved Measure in every ad. You will *win* (and gain!) by tying in with this campaign and passing "full-measure" coffee in your own advertising.

PAN-AMERICAN COFFEE BUREAU, 120 Wall St., New York 5, N. Y.

FEBRUARY, 1961

The following article is the eighth in Coffee and Tea Industries continuing series on the various legal aspects of our trade. Author Howard Newcomb Morse this month discusses legal problems attendant with the manufacture of coffee products, and coffee substitutes.

"Does Coffee-Roasting Constitute Manufacturing?"

The board of mercantile appraisers for Philadelphia County, Pennsylvania, assessed a mercantile tax against the Lowry-Rodgers Company. Manufacturing companies were exempt from the tax under a Pennsylvania statute. The company appealed to the Court of Common Pleas of Philadelphia County, which sustained the assessment, insofar as it related to green coffee which had been roasted in Philadelphia and thereafter sold to residents of Pennsylvania. The company again appealed.

It was admitted that cleaning the coffee bean and removing the outer skins, whether this occurred before or during the actual roasting, was not a manufacturing process. But the company contended that because roasting the bean changed its color and chemical composition, decreased its weight by the expulsion of moisture, and enlarged its size and modified its form, when it "cracks and pops, like popcorn," the roasting process constituted manufacturing; and hence under the statute it was exempt from payment of the tax.

The Supreme Court of Pennsylvania affirmed the decision of the court below. Referring to the company's contention, the Supreme Court declared: "If this supposed distinction furnished the test, then frying eggs, baking potatoes, stewing tomatoes, etc., etc., would be manufacturing, for the application of heat to them requires skill, and effects a chemical change also. This is probably as much so . . . as is the case in roasting coffee. In each and all of these matters, 'in the popular, and therefore in the statutory, sense of the word,' it is probable that few, if any, people would say that the process of cooking is in fact manufacturing . . . Having regard . . . to the purpose of the exemption, we have no hesitancy in saying that it does not cover the case of merely cleaning and effecting a chemical change in a natural product, however skillful

Howard Newcomb Morse, author of this series, is a recognized expert on legal matters. In 1948 and 1949 he was Professor of Law at John Marshall Law School in Chicago. In addition he was admitted to the Bar of the Supreme Court of the United States in 1949.

While the series to date has encompassed the legal aspects of various areas of interest to the coffee, tea and spice trades, Coffee and Tea Industries would welcome the comments of readers as to subject questions which would benefit the trade. Readers having questions along these lines are invited to submit their interests to Editor, Coffee and Tea Industries, 106 Water Street, New York 5, N. Y.

Barrister's Brew

and beneficial the process and its results may be, even though there also occurs an incidental change in the size, form, and weight of that product."

In another case, the New Orleans Coffee Company, Ltd., claimed to be "a manufacturer of coffee," and to be, as such, exempt, under a provision of the Constitution of Louisiana, from the payment of a wholesaler's license fee. The company contended that by means of a secret, non-patented process it was enabled to make a selection of green coffees having the qualities required for the purpose intended, which coffees, after being subjected to manipulation, being roasted, and being allowed to cool in a particular manner, produce certain brands of coffee, each having a recognizable taste and flavor. The company insisted that no chemicals of any kind were used during the secret process, and it was upon the production of its different brands of roasted coffee that it relied to be held to be "a manufacturer of coffee."

The company did not claim that it was a manufacturer by reason of grinding coffee, and thereby changing its form. Its claim to be a manufacturer of coffee was based wholly on the production of brands of unground roasted coffee. These brands were claimed to be the result as well as the object of the secret process, which process it claimed was valuable, a considerable sum of money having been offered for it.

The City of New Orleans filed an action in the First City Court of New Orleans, Louisiana, against the company to collect the wholesaler's license fee. The court rendered judgement in favor of the company, and the city appealed. Whatever the secret process was, the Supreme Court of Louisiana had to decide whether the company was a manufacturer, on the tangible results of the manipulation to which the company subjected green coffees, bearing in mind the assertion of the company that it used no chemicals, and that the coffee, after the manipulation, was still pure coffee.

The company virtually admitted that a "coffee roaster" was not a manufacturer, but denied that such a designation could properly be applied to it. A "coffee roaster" was testified by the witness for the company to be a person "who takes a sack of coffee and simply puts it in a roaster, and turns that coffee out after it is roasted."

The Supreme Court reversed the decision of the lower court. The Supreme Court stated: "It is not every employment of labor which will make the thing upon which it is employed a manufacture . . . The application of labor to an article, either by hand or by mechanism, does not make the article necessarily a manufactured article, within the meaning of that term . . . The evidence in the in-

(Continued on page 18)



The Mormacpride, first of Moore-McCormack Lines' new combination cargo-passenger liners, makes coffee-handling history as she loads the first shipment from Santos for direct delivery to Great Lakes ports.

It's not by chance that Moore-McCormack is the largest coffee carrier in the world

IT'S PLANNING, not chance, that puts a Moore-McCormack ship on the coffee berth *where* you want her, *when* you want her—in Brasil, South Africa and East Africa, the coffee islands of the Indian Ocean.

Mooremack has the ships—a fleet of forty-eight modern, American-flag freighters offering you fast, dependable, regular service.

Mooremack has the experience—almost half a century of it, which assures you expert handling and carriage of your valuable coffee cargoes.

Mooremack is planning and building for the future, too. A \$430,000,000 building program includes

the new luxury cruise liners ss ARGENTINA and ss BRASIL, eight new combination cargo-passenger liners equipped with the latest cargo-handling gear. All of these are now in operation or in construction—with more to come.

Plan your coffee shipment needs with us!

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American Republics Line • American Scantic Line
Pacific Republics Line • Robin Line

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**importers
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since 1914**



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C. A. MACKEY
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**91 FRONT STREET
NEW YORK 5, N. Y.
CABLE ADDRESS "MACKCHAND"**

• BARRISTER'S BREW (continued)

stant case . . . satisfy us that the defendant corporation is not a manufacturer of coffee, as claimed by it, so as to entitle it to exemption from license under . . . the constitution."

"Articles Used as Substitutes for Coffee"

A commodity was assessed for duty by the collector of customs at the Port of New York under a federal statute as an unenumerated manufactured article. The importer, E. C. Hazard and Company, protested that the merchandise should have been assessed under a schedule of a federal statute relating to "articles used as coffee, or as substitutes for coffee," which were assessed at a lower rate. The commodity consisted of a "liquid extract of the coffee bean," "essence of coffee," known as Crosse and Blackwell's coffee extract. A sample bottle of it submitted at a hearing held by the Board of United States General Appraisers was labeled "Concentrated Essence of Turkish Coffee," with directions for adding one to two teaspoonfuls of the essence, sugar, milk or cream, and boiling water, to make a cup of coffee.

The Board sustained the decision of the collector, and the importer instituted an application for review. The federal court for the Southern District of New York upheld the decision of the Board, and the importer appealed, arguing that the article was either coffee or it was not. If it were coffee, it was entitled to free entry. If not in fact coffee, the importer contended, it was used either as coffee or as a substitute for coffee; and if not so used, then it was similar to articles which were so used. This contention was approved by the United States Court of Appeals for the Second Circuit, which reversed the decision of the trial court.

The United States Court of Appeals declared: "It is used as coffee or as a substitute therefor, or it is similar to such articles in the use to which it may be applied. The directions on the bottle in evidence provide for adding sugar and milk or cream, and boiling water, to make a cup of coffee . . . If the article in question be not such a substitute, it certainly is similar in its use to articles which are. Indeed, it seems to have no other use."



Auto and truck fleet leasing increases in coffee/tea field

The general trend in the food processing industries during 1960 was towards greater use of leased auto and truck fleets. Firms in this area of manufacturing leased 28,500 trucks last year, an increase of more than 23 percent over 1959. Leased auto fleets increased to a total of 44,500 cars, 14 percent over the previous year.

According to the spokesman for one national leasing organization the greater variety of lease plans now available to fleet operators has increased the popularity of fleet leasing. The new plans are said to permit companies to lease the vehicles they need without including maintenance, repairs and garage service. Leased vehicles in use by coffee and tea packing firms presently number 4,400, with a total value in excess of \$11 million.

PREFER
IMPORT
BUY
DRINK

Portuguese Coffee

ANGOLA

CABO VERDE • S. TOME • TIMOR

GRAND
PRIX



JUNTA DE EXPORTAÇÃO DO CAFÉ — RUA AUGUSTA, 27 — LISBOA - PORTUGAL

TRADE CALENDER

April 6-8

Institutional Food Distributors
Americana Hotel
Bar Harbour, Fla.

April 6, 12

U. S. Wholesale Grocer's Association,
Americana Hotel,
Bal Harbour, Fla.

April 10, 11, 12, 13

National Premium Buyers Exposition
Navy Pier,
Chicago, Ill.

April 10, 11, 12

National Packaging Show
Lakefront Exposition Hall,
Chicago, Ill.

April 23-27

American Spice Trade Association,
Hollywood Beach Hotel,
Hollywood, Fla.

May 14, 15, 16, 17

Flavoring Extract Manufacturers Association
Savoy Hilton Hotel,
New York, N. Y.

Colombia, Guatemala withdraw

temporarily from coffee market

Colombia and Guatemala have withdrawn temporarily from world coffee markets. The action was taken "in a spirit of solidarity" in order that Mexico, Costa Rica and El Salvador may sell their production in world markets. The three latter nations have been experiencing difficulty during recent months in placing their coffees. The situation is said to have been aggravated by increased competition in these markets, and the low yields achieved by smaller growers in the latter countries. The decision was announced by Miguel Angel Cordero, Jr., president of the International Coffee Agreement, and a director of the Mexican Coffee Institute.

Mr. Cordero has also indicated through the Mexican Coffee Institute that the Mexican government may be forced to take drastic steps to maintain fair prices for its coffees.

"The present level of green coffee prices is not covering the vital needs of the small coffee producers in Mexico who supply the great bulk of our production," Mr. Cordero stated. "Recent price trends on Mexicans are not in line with some other mild coffees and this is creating conditions which, together with other national and international factors, cannot long be tolerated. The Mexican Coffee Institute may, therefore, be forced to protect both its growers and customers by taking steps to bring greater stability to the market for our coffees," Mr. Cordero concluded.



Modern coffee roasting plant with 20 fully automatic PROBAT Coffee Roasters

progress with



PROBAT-O-MATIC as shown in the picture, operates PROBAT Roasters automatically; charges, programs roasting cycle with interruptions if and when required; automatically chokes, quenches, discharges, cools, and de-stones . . . continually repeating the entire cycle until stopped.

PROBAT-O-MATIC assures uniformity of roast to a degree that cannot be equalled. The resulting uniformity saves dollars and cents that more than repay the investment in a short time.

PROBAT-O-MATIC continuous strip chart readings are accurate and legible to a fine degree. Minute adjustments are easily observed for evaluation.

Information available from: JOHN SHEFFMAN, INC.


152 West 42nd Street, New York 36, N. Y. — Telephone Wisconsin 7-5649

USA and Canada Representatives for

PROBAT — WERKE • EMMERICH/WEST GERMANY

Cable: PROBAT

Phone: 2561



the most
satisfying coffee

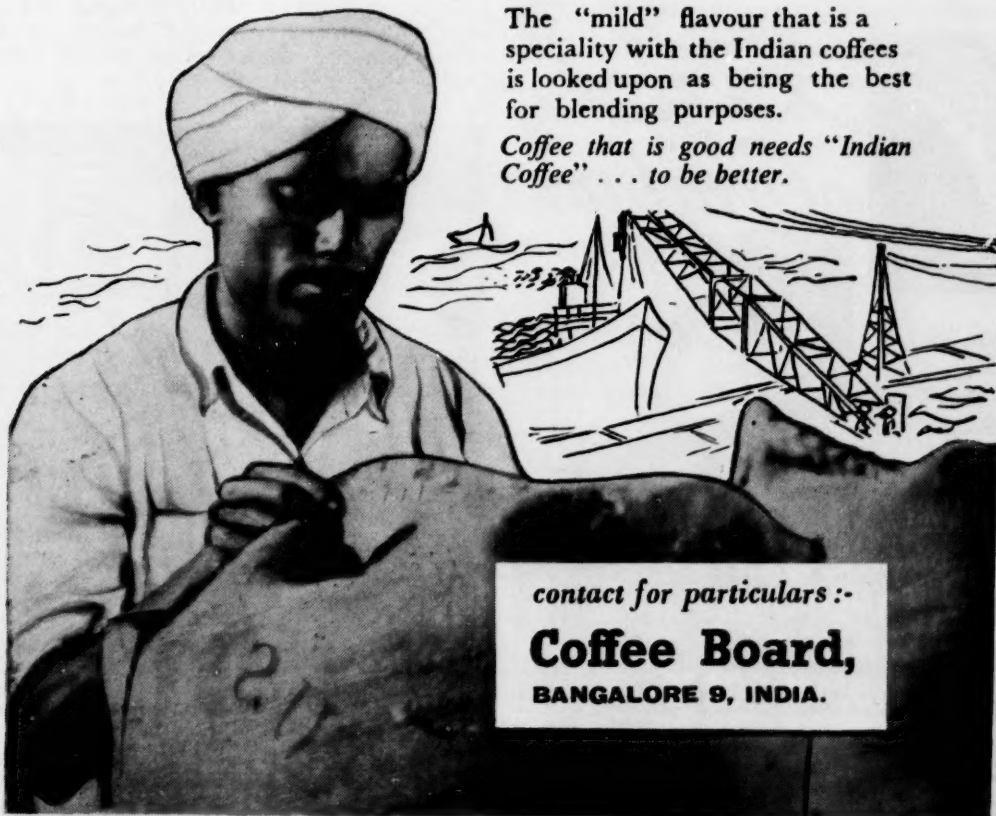
it is
distinctly
Indian



Roasters and packers universally acclaim "Indian Coffee" for its excellence due to the great care bestowed at all stages of coffee production which ensures the rich characteristics of coffee grown in India.

The "mild" flavour that is a speciality with the Indian coffees is looked upon as being the best for blending purposes.

Coffee that is good needs "Indian Coffee" . . . to be better.



contact for particulars :-

Coffee Board,
BANGALORE 9, INDIA.

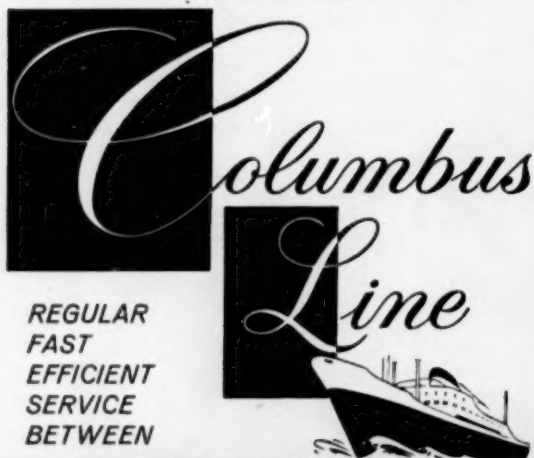
Graphic-2



Because it has more flavor to give

*It's
Coffee-er Coffee!*

S. A. SCHONBRUNN & CO., INC.
Grand and Ruby Avenue • Palisades Park, N. J.
New York Office: 106 Front St., N. Y. 5, N. Y.



**BUENOS AIRES, MONTEVIDEO,
PARANAGUA, SANTOS,
RIO DE JANEIRO and
U.S. ATLANTIC
and CANADIAN PORTS**



Glass container prices face possible increase

Coffee and tea packers face the prospect of a possible increase in glass container prices this spring. Industry officials are said to be considering upping prices of the containers as one method of offsetting the upcoming 3 percent wage increase which has been granted members of the AFL-CIO Glass Bottle Blowers Association. The wage advance is set for April 1.

An additional factor in the proposed advance has been cited by several of the container firms who point to increases in costs of transportation and basic materials which have occurred since the industry's last price mark-ups in 1957. One tempering factor against increased prices is cited as the industry's present production overcapacity.

Ransohoff renamed president of New York Coffee/Sugar Exchange

Arthur L. Ransohoff, president of A. L. Ransohoff Co., Inc., was elected January 20 to succeed himself as president of the New York Coffee and Sugar Exchange. Ransohoff served as chairman of the National Coffee Association from 1955 to 1956 and president of the Green Coffee Association from 1948 to 1950.

Earle T. MacHardy, vice president in charge of raw sugar purchases of Refined Syrups and Sugars, Inc., was reelected vice-president, and J. M. Clark, vice-president of Anderson, Clayton & Co., re-elected treasurer.

Elected to the Board of Managers of the Exchange, for a two year term, were: J. A. Higgons, Jr., Charles Leister, Charles L. Van Elst, Emmet Whitlock, Charles W. Chapin, and J. J. Schwartz.



The use of glassine-lined coffee bags, with personalized private designs for restaurants and hotels is steadily gaining in appeal. The bags are said to promote better relationship between restaurants and suppliers, and to develop increased sales. Atlantic Coffee Bag Co., Inc., of Brooklyn is producer of the two attractive packages pictured above.

Nationwide
Coffee
Service

IT PAYS TO TRADE THE RUFFNER WAY

Our offices are strategically located, ready to serve you,
at the three principal coffee ports and the major coffee
distributing center of the mid-west.

Representation over the years with the most reliable
coffee shippers in the countries of production.

Over 64 years experience as coffee brokers and agents
in meeting the needs of green coffee buyers.

A conscientious and dependable service offered to coffee
roasters by our coast-to-coast organization.

RUFFNER, McDOWELL & BURCH, INC.

Coffee Brokers and Agents

Established 1896

NEW YORK: 98 Front Street
SAN FRANCISCO: 214 Front Street

CHICAGO: 408 W. Grand Ave.
NEW ORLEANS: 419 Gravier St.

**FOR
FAST DEPENDABLE DELIVERY**

... of your mild coffees
to United States markets ... rely on

**UNITED FRUIT
COMPANY**

Steamship Service

Regular Sailings between

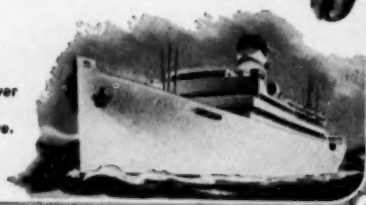
GUATEMALA • NICARAGUA

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NEW YORK • NEW ORLEANS • HOUSTON

NEW YORK:
Pier 3, North River
NEW ORLEANS:
321 St. Charles Ave.



**Folger's New Orlean's plant
in full production**

J. S. Atha, chairman of the board of J. A. Folger & Co., has announced that their new, and ultra modern coffee processing plant in New Orleans has gone into full production.

The new plant represents the most modern coffee processing facility operating, Atha noted. It employs the latest automated equipment for the roasting and processing of coffee in one and two-pound cans, with an exclusive coffee blending system designed by Folger in conjunction with Jabez Burns and Sons, Inc. Other suppliers who have been active in the planning of the new facilities include, Alvey Conveyor Manufacturing Co.; B. F. Gump Co.; Emhart Manufacturing Co.; and the American Can Co.

Green coffee is transported directly to the plant from New Orlean's dock facilities where it is taken over by completely automated handling and processing equipment. The processed product is then shipped by rail, truck and water to Folger warehouses throughout the country.

The new plant is under the management of Carl H. Steck, who was formerly assistant plant manager of the Folger plant in Houston.

**Pan-American Coffee Bureau
schedules teen-age advertising**

The Pan-American Coffee Bureau has scheduled the first of a series of advertisements aimed at the American youth market. They will appear in the March issues of Co-Ed, Modern Miss, and Seventeen, three magazines especially edited for teen-agers.

Theme of the two color advertisements are two coffee mugs, "Mugmates" according to the caption. Each is decorated with a painted face, one of a teenage girl, the other of a teenage boy. Balloon caption over one mug reads "I go for coffee. . . you go for coffee". Over the other a similar caption, "Let's go for coffee together."

According to PACB's accompanying release the youth market is especially conformist. It reads, "If other follows and girls are wearing matching sweaters, listening to progressive jazz, going steady, then that's what all teen-agers want to do." The release continues, "If such advertising persuades the teen-ager to 'go for coffee' together, after classes, after a game, or before settling down to study, then that's what most pre-college and college boys and girls will want to do."

As the Bureau's manager Charles G. Lindsay sums up, "We believe that such advertising will establish an awareness of coffee among young people and help cultivate a taste for coffee at an earlier age. If the advertising does no more than that, the investment will perform a useful service for the industry."

SINCE 1871

IMPORTERS

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BLENDERS

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PACKERS



WEDDLE TEA COMPANY

108 WATER STREET, NEW YORK 5

With a background knowledge gained through many years of designing superbly effective tea packages Weddle Tea Company offers the discriminating buyer the most complete line of specialty teas and packaging available in the tea industry.

MEMBER—TEA ASSOCIATION OF THE U.S.A.

Cut in coffee output urged by Ivory Coast

Africa's largest producer of coffee, the Ivory Coast, has indicated to members of Fedecame, Colombian coffee interests, and their own Inter-African Coffee Organization (IACO) that public opinion should be steered in the direction of coffee production cuts.

According to the Journal of Commerce, George Monnet, private agricultural advisor to Ivory Coast President Felix Houphouet Boigny, has indicated his belief that coffee production cuts would be helpful to Brazil's new president, Janio Quadros.

According to Monnet, the Ivory Coast now produces an approximate 150,000 tons of coffee annually. The country's export quota to the United States is 33,000 tons, with the majority of the balance of production going to France, and the remainder to other European countries. Ivory Coast coffees are especially suitable to instant coffee, Monnet states, and a number of blenders are said to be using up to five percent in soluble blends.

Nineteen US — Canadian coffee firms complete CBI course

Since its inception in November of 1960, nineteen U. S. and Canadian firms have been awarded diplomas for completion of the Coffee Brewing Institutes Coffee Workshop. The success of the course is indicated by the fact that bookings are scheduled by additional coffee companies through mid-May of 1961. Firms whose members have thus far completed the Workshop curriculum include the following:

W. Wirt Wickes & Co., New York, N. Y.; Hills Brothers Coffee, San Francisco; Continental Coffee Co., Chicago; U. S. Coffee Corp., New York, N. Y.; Manning's Coffee Co., San Francisco; Dixie Club Coffee Co., Birmingham; Moka Coffee Co., Montreal, Canada; Blue Mill Coffee Co., Washington, D. C.; Ronnoco Coffee Co., St. Louis; Mother Parker's Tea & Coffee Co., Toronto, Canada; Standard Brands, Ltd., Montreal, Canada; Jersey Coffee Roasting, Inc., Plainfield, N. J.; Standard Brands, Inc., New York, N. Y.; Albert Ehler's, Inc., Brooklyn, N. Y.; Melotest Food Corp., New York, N. Y.; P. Pascal, Inc., Yonkers, N. Y.; Savoy Tea & Coffee Co., Inc., Brooklyn, N. Y.; Dallis Bros., Queens, N. Y.; S. A. Schonbrun & Co., Palisade Park, N. J.

Fleet leasing data published in newly released brochure

A twenty-eight page study detailing the pros and cons of leasing auto fleets has been published by the Foundation for Management Research in Chicago.

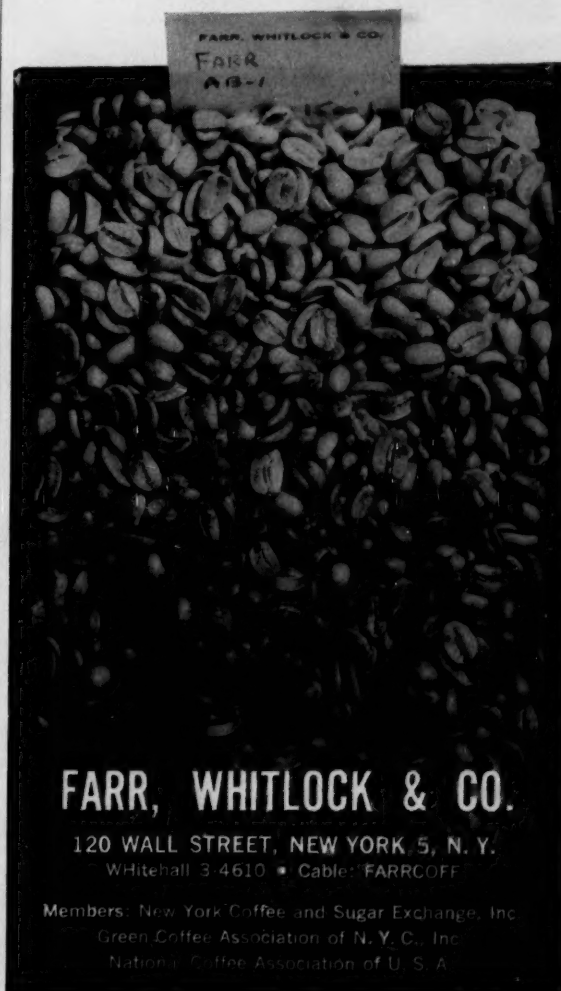
It is entitled, "Advantages and Disadvantages of Fleet Leasing: A Comparison of Company Ownership, Salesman Ownership, and Leasing". Data contained in the publication includes coverage of situations in which companies will gain from leasing of auto fleets, as well as those in which other types of fleet ownership are preferable. Complete tables and charts are included which analyze both fixed and variable costs at different mileages.

Copies of the study are available to executives in the coffee, tea and spice trades. They may be obtained without charge, by writing to the Foundation for Management Research, 121 West Adams St., Chicago 3, Ill.

FEBRUARY, 1961

*agents
and importers
of fine coffee, cocoa
and sugar...*

OFFICES AND PRINCIPALS
IN ALL PRODUCING COUNTRIES



FARR, WHITLOCK & CO.
120 WALL STREET, NEW YORK 5, N. Y.
Whitehall 3-4610 • Cable: FARRCOFF

Members: New York Coffee and Sugar Exchange, Inc.
Green Coffee Association of N. Y. C., Inc.
National Coffee Association of U. S. A.

The Product Picture

The literature listed below contains specialized information of interest to the readers of COFFEE AND TEA INDUSTRIES. It is available simply by filling out the coupon at the bottom of the page.

1—Case Sealing Machine

A closing machine which adjusts automatically to seal corrugated containers of varying sizes has been marketed by Union Bag-Camp Paper Corporation. The machine operates at speeds up to 12 cartons per minute. It seals the top and bottom of boxes up to 18 x 20 x 30, and can regulate to smaller boxes following on the line. The machine is described as applying a thermoplastic sealant which sets in less than three seconds. The method of applying sealant eliminates the need for boxes to pass through a long compression section to assure closure. The sealer is extremely small, floor space being required measuring five feet in width and seven feet in length.

2—Volume Measure

Beckman Instruments, Inc., has introduced an instrument claimed to streamline the computation of density of substances such as instant coffee. The instrument is said to accurately measure true volume by comparing the weight of the sample to the volume reading obtained with the instrument. Knowing the density of his product a process may then determine such factors as the chemical purity of the product.

3—Packaging Machinery

A four page folder has been issued by the Stokes and Smith Plant of Food Machinery and Chemical Corporation which describes the company's full line of packaging machinery. Specifications, features, and illustrations are included for ten types of packaging equipment: auger filling, casing, pouch filling and sealing, check weighing, contour wrapping, carton filling, tray forming and setup boxmaking.

4—5-Station Brewing Unit

Western Urn Manufacturing Co., has developed and placed on the market a 5-station coffee brewing unit. The unit is described as one of the highest output units on the market and the only one which can be attached directly to a hot water line. It is said to be extremely easy to operate, turning off automatically by weight control when the bowl fills to 12 cups. When all five stations are occupied with coffee it is still possible to draw individual cups of hot water direct from the brewing heads for hot drinks and instant soups.

COFFEE AND TEA INDUSTRIES FEB.
106 Water St., New York 5, N. Y.

Please send me the following booklets:

1 ☐ 2 ☐ 3 ☐ 4 ☐

Firm Name

Street Address

City and State

Signature Title.....

Fifth International Food Congress scheduled for 1962 New York meet

The Fifth International Food Congress, Inc., has been incorporated under the laws of New York State. Hans J. Wolfliberg is general chairman of the newly formed organization, and Paul S. Willis, president of Grocery Manufacturers of America, Inc., vice chairman.

The Congress was incorporated for the purpose of forming a corporate entity with responsibility for legal and financial aspects of the Congress, which will be held for the first time in the United States at the New York Coliseum, September 8-16, 1962. Previous Congresses have been held in European cities. Among industry leaders serving on the board of directors are W. Gardner Barker; president of Thomas J. Lipton, Inc.; Clarence Francis, former chairman of General Foods Corporation; F. J. Lundig, chairman of Jewel Tea Co.; and Harley V. McNamara, president of National Tea Co.

The Congress, and associated exposition to be held at the Coliseum, will be attended by ranking members from all sections of the food industry—producers, manufacturers, retailers, wholesalers, brokers, chains, cooperatives, independents, suppliers, and governmental agencies. The exposition part of the giant food fair, will feature displays and exhibits and will be open to the public. The congress, which will be a forum for food industry registrants, will be held for a five day period, September 10 through 14.

"With the cooperation of all segments of the U. S. food industry," Mr. Wolfliberg said, "the Fifth International Food Congress will be a major showplace for acquainting the U. S. public—and the world at large—with the many-faceted story of the food industry in the most graphic and dramatic manner possible.

"The industry has provided consumers with a standard of nutrition never previously reached in history," Mr. Wolfliberg continued. "The choicest of foods, considered luxuries by past generations, are today available to all Americans at less cost in terms of hours worked than ever before. Keeping food a bargain has been accomplished by developing and utilizing the most modern growing, processing and distribution techniques. In short, the industry has contributed handsomely to our ever-rising standard of living."

CBI preparing soluble sediment standards for future distribution

The Coffee Brewing Institute has announced that they are presently preparing a set of standards for estimating the amount of sediment in instant coffees. The project is being developed in conjunction with the General Products Branch of the Army's Quartermaster Food and Container Institute, and the Instant Coffee Committee of Research Associates. Distribution and publication of the standards resulting from the current research, which will become part of revised purchase specifications, will be distributed to the industry following final approval.

Raw materials taxation fought by San Francisco group

As a result of action taken by the San Francisco Chamber of Commerce, emergency legislation is being prepared in Sacramento to exempt from personal property taxation raw materials imported into California from outside the United States, according to G. L. Fox, general manager.

The personal property tax exemptions would apply to imported raw materials as long as they are held by the importer in storage or in their original form or package.

Unless such emergency legislation is enacted prior to March 6, 1961, personal property taxes will be levied by the state on raw materials vital to some of San Francisco's major industries that have been free from such taxation up to this time, Fox said.

Authority for the State of California to levy such taxes on imported raw materials stems from a recent U. S. Supreme Court decision which reversed the 130-year old tradition that such imports were exempt from state and local taxation under the "Export-Import" clause of the U. S. Constitution.

The Chamber is concerned that such taxation were it now to be imposed would cause trade and commerce to be diverted from California, that expansion and industry presently located in the state would be discouraged, and that such taxation would militate against the Chamber's efforts to attract new industry.

Alerted by the Pacific Coast Coffee Association as to the burdens that this tax would have on industries that

depend heavily upon imported raw materials, the Chamber's World Trade department called together the leaders of the several businesses that would be primarily affected by the tax. A series of meetings was conducted in the Chamber's meeting rooms in which the situation was discussed and plans formulated to take appropriate action to restore the situation to what it was prior to the Supreme Court decision.

The Chamber's concern in the situation resulted in the formation of the Keep California Competitive Committee. This committee has been counseled by the Tax section of the Chamber and by the Commodities and Services committee of the Chamber's World Trade Association. Appropriate legislation has been drafted by the committee so that the California tax structure will remain competitive with that of other states.

Spencer named to head Inter-African coffee group

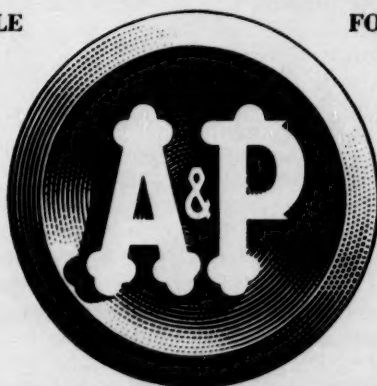
At a meeting in Paris, January 24 and 25, C. C. Spencer was named Secretary General of the newly formed Inter-African Coffee Organization. Headquarters will be in Paris, and the group's four-man executive committee is slated to hold monthly meetings.

Recommendations have already been formulated with a view to inducing additional African coffee producing countries to become members of the group. In addition hopes have been voiced that India and Indonesia will also join. Close ties will be maintained with ICA, IBC, FEDECAME, and the Colombian Federation.

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AMERICAN COFFEE CORPORATION

50th YEAR N.C.A.

McKiernan and Weir speaking at the recent NCA convention, in Boca Raton pointed up two areas of interest to the coffeeman.

JOHN F. MCKIERNAN, NCA's president, discusses his organization's role and ways in which the industry can "win tomorrow's sales battle".

"I would like to say a few words about the character of the N.C.A. as it is today. For all too many of our members, the visible aspects of their Association add up to only a weekly news letter, periodic special bulletins and, of course, regular annual bills for dues. Yet these tangible attributes, important as they are, are superficial when compared with the total of other Association characteristics.

The very nature of any trade association requires it to rely heavily on voluntary service—in other words, on committees. And in this respect your Association is particularly fortunate. At present, 24 men serve on our Board of Directors and seven on our Advisory Committee.

In addition, our current roster shows that we have no less than 56 men serving on our 18 standing committees. Some of these committees are working week in and week out. Others, according to their specific responsibilities, convene only, occasionally. But the 56 men who have accepted committee work as part of their Association participation are always there when we need them. And by 'there' I mean almost anywhere there is a coffee industry in the United States.

The day-in, day-out services of the N.C.A. are almost as large a part of its character as are its views on top policy matters. Now, how does your Association measure up to popular thought on what a modern trade association should be?

Considered from the standpoint of the coffee trade which factors might influence producing countries either to remain in the Free World's camp or entrust their future to the insidious blandishments of the Communist powers? First and foremost—the expansion of reciprocal trade. This demands, by one method or another, the stabilization of prices of exported commodities, including coffee.

There should be little doubt in anyone's mind about the N.C.A.'s position in regard to methods of stabilizing coffee prices. It has traditionally opposed any schemes which would hinder or curtail the free flow of coffee to

world markets. It prefers to do without quotas, whether import or export. Time and again, it has reaffirmed its disapproval of stockpiling and consignments, including so-called 'special deals' not available to all sectors of the trade. At the same time, we realize that our own Government is not invulnerable to criticism for its agricultural policies. It has been spending from two to four billion dollars annually to support prices of farm products, and to store and dispose of surpluses.

Despite our opposition to control on coffee shipments, we are now living with export quotas. Although their long-term advantage remains to be proved, they have provided some measure of stability to the market on a short-term basis. The export quotas imposed by the International Coffee Agreement represent an emergency measure to relieve the surplus problem in the short term. It is the responsibility of Committee I of the Coffee Study Group, on the other hand, to recommend a program to solve the problem in the long term—that is, to prevent any future recurrence of the enormous oversupply which plagues the industry today.

Our Government regards the need for economic growth among less-developed countries as a prime problem. We who are engaged in importing and selling a commodity of international trade should feel no less concerned about these areas—especially those from which we buy our green coffee.

Several months ago, Secretary of Commerce Frederick H. Mueller said of a trade association: 'One of its duties is to foster and promote its own industry. Of course, do that,' he urged. 'But,' the Secretary added, 'if you stop at your backyard today, you will utterly lose tomorrow.'

I am confident that, under the guidance of its directors, the N.C.A. will win tomorrow. In doing so, it will help the coffee industry and our country win tomorrow, too.

■ ■

WALTER WEIR, Chairman, Executive Committee Donahue and Coe, points up the merchandising plusses which accrue to coffee.

"The coffee industry is not particularly reticent with figures. It estimated that, with an increase of more than

Whenteenagers drink coke, which they consume by the million gallons, they drink caffeine. Why not encourage them to drink coffee as one of the most sociable and satisfying of beverages?"

Insofar as coffee is concerned, I have wondered many times why the industry does not have an operations research going to find some method of brewing that is easier, faster, less messy and more foolproof than any of the present methods.



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100,000,000 cups of coffee consumed per day from 1950 through 1959, by 1980 total cups consumed should reach 700,000,000 daily. Insofar as instant coffee was concerned, assuming an increase of 1 per cent of total cups consumed through 1965, and $\frac{1}{2}$ of 1 per cent through 1980, instant by 1970, would account for $\frac{1}{4}$ of total cups and by 1980 for $\frac{1}{3}$.

Figures like these are intoxicating. They bring the future flooding in way ahead of time on a vast bubbling tide—not of coffee, unfortunately—but of champagne. You can hardly wait to enjoy the projected rise in sales. It is all so reassuring.

A decision to buy, or not to buy, a particular item—whether it be a pound of coffee or a Caribbean cruise—is made in the midst of a churning mass of fears and apprehensions, memories, present enthusiasms, frustrations, aims and objectives, concerns over physical well-being, deep psychic secrets—the intangible but illimitable potpourri we call the human mind.

Why does the human mind—not one human mind, but many in many different regions of the country—suddenly start making weaker coffee? Because times have turned bad?

Actually, as the economy grew stronger, coffee grew weaker. Was it because the price of coffee rose to over a dollar a pound? But during this period a brand of coffee was introduced selling at a price higher than all other brands. It not only became an overnight success but has retained and increased its popularity.

The year the so-called 'coffee-break' campaign appeared, I was asked by **Advertising Age** to select what I considered to be the five most outstanding campaigns created during the previous twelve-month period. The 'coffee break' campaign was my No. 1 choice. I wrote Bob Orr, who was then handling the Pan-American account, asked for proofs of the campaign and explained why I wanted them. Bob replied that it was quite ironic I should pick the 'coffee break' campaign as tops for the year, since it had just been killed as a result of some research done by Dr. Dichter, which was to result in a campaign featuring coffee as it is enjoyed around the world.

I felt it was ironic, too—because I had drunk coffee as it is served around the world. I hoped the campaign would not feature coffee as it is served in England. I also hoped the campaign would not feature Turkish coffee—unless it were proposed as a substitute for spar varnish. I never saw the research which resulted in this particular campaign, but I was confident that quite likely the research was not so far off base as the interpretation of it.

I spent two days at our Los Angeles office recently and chatted with our copy chief about coffee. We happen to handle the retail advertising and in-store promotion for Alpha Beta. Our copy chief, a worldly-wise fellow named Hutchings, who has worked in Europe as well as in America, said, 'I wonder why somebody doesn't try to get across the idea that coffee is a wonderful drink?' he also referred to it as "a gentle mental stimulant." 'Somebody, he said, in the liquor industry had done a great job selling coffee on the basis of one for the road. 'But think, he said, of all the other occasions on which coffee could be sold as a gentle mental stimulant. 'Why not one for the conference? Or one for the study period?' And he said further, 'You know, people worry about teenagers drinking—particularly drinking and driving. Isn't it time we got over the silly notion that coffee is only for adults?'

Coffee has no particular health or medicinal qualities to recommend its use. It is a stimulant, but this very fact discourages some people from drinking too much of it. Its principal attraction, I believe, must be the pleasure and enjoyment derived from its many appeals to the senses—of smell, of sight, of taste. If people are properly instructed in the enjoyment of coffee, you don't have to enlist them in a crusade for honest coffee. You don't have to tell them to use more of it. You don't have to tell them when to drink it, either, for it is only human to look upon any time as the right time for enjoyment.

Coffee has a franchise that few other beverages enjoy—it is drunk with meals. This is its basic use. It climaxes the finest dinner, and is the very backbone of breakfast. In addition, it is the perfect accompaniment to conversation, the ideal banisher of boredom. It must never be permitted to cease to be identified with the whole course of sensible, enjoyable living. It must be sold for what it is—a pleasure, an indulgence, an experience in sensory enjoyment.

But, the industry must take steps to see that coffee is always an experience, an exciting experience, in sensory enjoyment—through blending for the palate rather than the pocketbook and, as I have mentioned, by researching some faultproof, quick and easy method of brewing. Then it is that advertising can do its best for you. Then it is that advertising can promise the kiss within the cup that no one will change for wine or any other beverage. And, of course, one good cup will inevitably lead to another. And another. And another. One of the few dependable ways to increase consumption of any product."



What do we do?

In the simplest language, we receive documents on shipments, have the merchandise entered through customs, pay duty, arrange for proper release by the Government Agency having jurisdiction, have the shipment surveyed when damage makes it necessary and exceptions properly taken, quickly dispatch the shipments to its intended destination.

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The views which appear below reflect the feelings of a coffeeman as they relate to "deals" . . .

"sales gains and consumer buying incentives"

Certainly no one experienced in the merchandising of package products would argue that **consumer buying incentives** do not have a place in modern day marketing. Employed to encourage distribution or to stimulate sampling, "deals" serve a very useful purpose. But when continuously employed as a price discount, they tend to reduce consumption, destroy brand image, thus weakening our industry.

Perhaps no industry has been more guilty of misusing "deals" than has ours. During the past few years, almost every important coffee marketer in the nation has employed a succession of "deals" of one sort or another. Indeed, so promiscuous has "dealing" become that it often is difficult to discern where one "deal" ends and another begins. It has become common practice for many coffee marketers to match all competitive "deals"; thus creating for all coffee marketers a static situation which precludes selling coffee on any basis other than **price**.

In our zeal for sales volume, too often we forget that volume is a **transitory** thing. Research shows that sales gains which result from the promiscuous use of "deals" are **temporary** at best. After we spend our "deal money", we have no more customers than we had before we spent it. For, the more consumers are exposed to "deals", the more they tend to think of all brands as being of like quality, until gradually they become convinced beyond all reasonable doubt that **price** is the only yardstick to be considered in the selection of a brand. To **profitably maintain** a high level of volume, we must make our product "more desired" by consumers.

Beyond this, we should be concerned with the effect of "deals" relative to the **consumption** of coffee. The price of coffee being what it is today, "deal" considerations of 5¢ to 20¢ per pound do not inspire present users of coffee to substantially increase their consumption, and certainly these considerations do not encourage a trend to coffee by **non-users**. Consumption trends for 1960 confirm this fact.

Coffee advertising generally continues unimaginative and has not inspired consumption increases. Even the most cursory examination of coffee advertising reveals that little is being done by the coffee industry to generate a new consumer interest in coffee; to lift it out of the category of a utilitarian staple and make it an exciting beverage. How much romance is there in brand advertis-

ing which screams, "15¢ off"? How much romance was there in industry advertising which concerned itself with dictatorially telling consumers **how much** coffee per cup they should use? You can't dictate **taste**!

If the coffee industry had deliberately set out to destroy a belief that various coffees are different in character, if it had decided to **force** consumers to believe that the only difference in coffee is the **price tag** and the amount of coffee used per cup . . . it could not have pursued a course more calculated to achieve this objective. Can this conceivably inspire **more** people to drink **more** coffee?

What competition does coffee face in making itself a more **wanted product**? The answer is **plenty**. Considering consumption in terms of retail prices, between the years 1957 and 1959 ground coffee fell off 20 per cent and instant coffee, 5 per cent . . . while during the same period, soft drinks increased 14 per cent; tea, 8 per cent, beer, 3 per cent; milk, 5 per cent.

At the trade level, coffee's position in the competitive beverage market also leaves much to be desired. For example, the recently released Dillon Study, published by Progressive Grocer, lists soft drinks and beer, but **not** coffee, among the ten leaders in unit sales, turnover, gross profit, and return in inventory investment. In percentage of total store sales, coffee scores 2.45 per cent as compared to 2.90 per cent for soft drinks and beer; in percentage of margin on sales, the score is 7.4 per cent compared to 20.3; in percentage of total dollar margin, the score is 0.84 per cent compared to 2.70 per cent.

We need more imaginative "image" advertising of brands. We need more industry advertising such as the romantic and highly effective campaign sponsored by the National Federation of Coffee Growers and the greatly improved program of the Pan American Coffee Bureau. We need **more** and **better** approaches to the all-important "youth" market. Must coffee continue to sacrifice this giant market to soft drinks? Must we continue to be such neophytes in this field as to passively condone letting teenagers learn to smoke cigarettes before they develop a taste for coffee?

The **future** of the coffee industry can be assured, **profit** can be enhanced, and consumption **increases** can be made. But to achieve these objectives each of us in the coffee industry must become more **realistic** about the problems which we face, and we must conscientiously strive for more mature and forthright intra-industry communication in the development of problem solutions.

The ultimate destruction of brand image and the emergence of price as the sole factor influencing a consumer's purchase of coffee, would only detract from our industry's future. We must continue to grow in the true spirit of competitive American enterprise. The true goal of our industry must become . . . making **more** people want **more** coffee **more** often.

Charles W. Duncan, Jr., author of the article which appears on this page is a well known figure to readers of Coffee and Tea Industries. President of the Duncan Coffee Co., in Houston, Tex., Duncan has also served as a Director of the National Coffee Association, and on various committees of that organization.

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Durland named new chairman of NCA at Boca Raton convention

Jack R. Durland, Cain's Coffee Co., was elected to the chairmanship of the National Coffee Association in the closing session of the recent Boca Raton "Golden Anniversary" convention. Durland replaces Arthur A. Anisansel in the post. Austin A. O'Brien, will serve with Durland as vice-chairmen, and David G. Platter, of Red Owl Stores, Inc., continues as the association's treasurer.

Elected to the board of directors for a term of three years were the following: Arthur A. Anisansel, Imperial Commodities Corp.; F. P. Goodson, Jr., J. F. G. Coffee Co.; J. M. O'Brien, The Kroger Co.; A. Power, Duncan Coffee Co.; George V. Robbins, General Foods Corp.; G. Weddell, East Asiatic Co.; Charles L. Van Elst, Volkart Bros., Inc. Joseph Atha, J. A. Folger & Co., was elected to a two-year term. J. E. Godoy, W. R. Grace & Co., and Lew Oehmig, Fleetwood Coffee Co., were elected to terms of one year.

Appointees named to the Advisory Committee for the coming year were: Edward Aborn; Arthur Anisansel; Jack Durland; W. J. Manning, Kwik Kafe; H. R. McComb, Standard Brands; and George McEvoy, J. Aron & Co., Inc.

Readers of Coffee and Tea Industries will find elsewhere in this issue excerpts of several of the more important speeches which were made at the recent National Coffee Association Convention. In addition, pictures and additional highlights of this significant "Golden Anniversary" convention, will appear in the fact-filled March issue coming your way shortly.

Beech-Nut acquires Martinson Coffee

Beech Nut Life Savers, Inc., headquartered in Canajoharie, New York, has announced the acquisition of Martinson's Coffee. Reportedly the acquisition was brought about through the purchase of Martinson shares for an undisclosed price from J. B. Martinson, chairman, Martinson's Coffee, and others.

Beech-Nut products have included coffee, and, in addition the company's major sales are directed towards baby-foods, candy, and chewing gum. Martinson's Coffee is sold under three brand names, Martinson's, Aborn, and Jomar, as well as under private label. The coffees of both firms are marketed presently only in the areas east of the Mississippi. According to a spokesman for Beech Nut, the Martinson operation will be continued under the present management.

Uganda coffee crop may increase as a result of new road system

Officials of the World Bank who are visiting Uganda have been advised that production of Arabica coffee in the West Nile district, which totalled 77 tons last year, could be increased to 6,000 tons a year with a new road system.

Such an expansion which would make the industry worth more than 1-million pounds yearly, would need a new feeder road, and a network of feeder roads in order to allow the beans to be brought to central pulperies. Uganda's Agricultural Department estimates that there are almost 38,000 acres of land in the Okoro highlands which are suitable for growing Arabica coffee, of which only about 7,000 acres are presently under cultivation. Much of this crop has yet to reach the bearing state.

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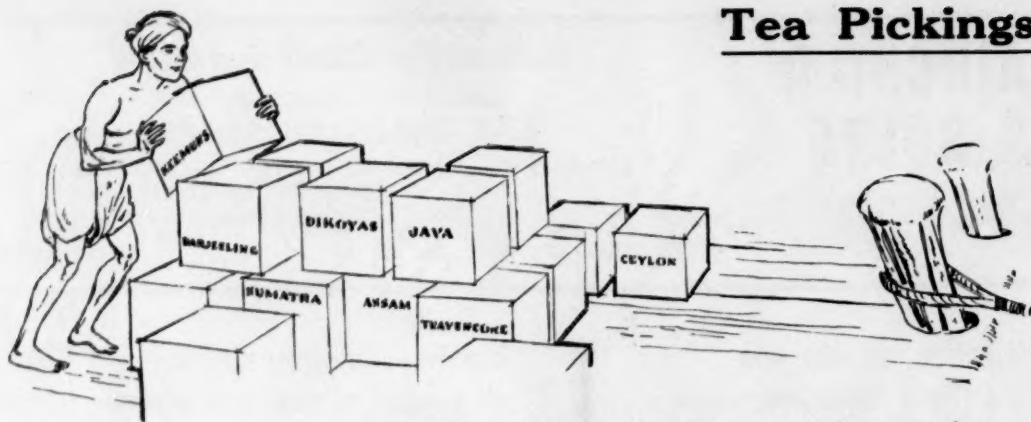
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Yours for the Asking

is a monthly "Reader Service" of Coffee & Tea Industries. The booklets listed elsewhere in this issue contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

Tea Pickings



A review of recent notes of interest to the tea trade compiled from both AMERICAN and OVERSEAS sources.

■ ■ Despite the recent drought conditions which appeared to herald serious shortages of tea exports from the majority of the producing countries the overall tea harvest is reported to have fallen short of 1959 totals by a figure of only 3.6-million pounds.

The major drought sufferers during the past season, Northern India and Pakistan together produced a total of 468.9 million pounds between the months of April and December, 1960. This production was short of the 1959 total by an approximate 49-million pounds. However, the output of six other major tea producing areas showed an increase, particularly in the case of Ceylon. The latter produced 401.1-million pounds in comparison to a figure of 377.9-million pounds during 1959.

The following figures represent

tea production for the year 1960, by area, with an indication of gain or loss in millions-of-pounds over the year 1959.

Northern India, 527.1 million pounds, minus 34.1; Southern India, 155.8 million pounds, plus 13.7; Pakistan, 41.8-million pounds, minus 14.9; Ceylon, 401.1-million pounds, plus 23.2; Indonesia, 71.6-million pounds, plus 2.3; Nyasaland, 22.9-million pounds, plus 1.9; British East Africa, 44.2-million pounds, plus 3.3; Portuguese East Africa, 16.5 million pounds, plus 1.0.

■ ■ Brazil has announced that while production and consumption of tea in that country is on a reduced scale, its position in the international market is improving considerably. Latest figures show that tea production during the latest year amounted to close to 800 tons.

■ ■ Dr. C. P. DeSilva, Ceylon's Minister of Agriculture has announced three plans — including state-owned estates and "collectivisation" of the manufacturing process — to further develop Ceylon's tea industry.

DeSilva stated that the state-owned estates would compete with private industry. The third scheme would be to open between 2,000 and 3,000 peasant colonies to plant tea, each peasant receiving two acres of land and a house.

DeSilva also indicated that the government proposed to spend 1.5 million rupees to erect an instant tea plant. He also announced that he had stopped export of tea seed to both India and China.

■ ■ The Uganda Argus reports that although Brooke Bond and Co. are reducing their new tea planting program in East Africa to approximately half the usual 600 acres, "even so this remains a reasonable development program and illustrates the hope and faith of the company in the future of East African tea."

News of the reduction was made public by Brooke Bond's chairman John Brooke. He indicated that the combined yield from the company's properties in Kenya, Tanganyika, India and Ceylon in the last year exceeded the previous year's production by slightly over 2-million pounds. Outstanding production was made on the estates of South India and Tanganyika.

East, or West, Tea's tops in Canada . . .

Like their eastern counterparts, western big businessmen are tea drinkers during office hours, but their tastes are more exotic than their fellow executives in Toronto and Montreal.

Results of the Tea Council of Canada's second tea-drinking survey among top executives of Canadian business firms confirm tea's position as a status symbol. The returns showed that in the west strong drink applies to tea as well as to other beverages. Montreal and Toronto businessmen preferred a Canadian blend; westerners, on the other hand, make their first choice a "pure" tea. Another important difference between easterners and westerners was the fact that in eastern Canadian cities the choice of tea bags was almost unanimous. In western areas loose teas had a much stronger sales appeal.

"ADVANCES IN COFFEE PRODUCTION TECHNOLOGY"

Late in 1958, Coffee and Tea Industries, offered its readers a publication of significant interest to the trade, "Advances in Coffee Production Technology". The publication was then, and is today, a compendium of useful information to the grower of coffee.

The material contained in "Advances in Coffee Production Technology" first appeared in the special November, 1958, issue of Coffee and Tea Industries, and immediately became one of the most widely sought after issues to appear in this industry.

"Advances in Coffee Production Technology" is a worldwide summary of coffee research. It outlines existing knowledge and shows the direction of efforts to extend that knowledge. Top coffee scientists cooperated in preparing the material and consider it an important working tool.

For coffee growers, shippers, their organizations and governments, the book puts between two covers material affecting many immediate and long range aspects of coffee growing.

For importers and roasters in consuming countries, "Advances in Coffee Production Technology" holds clues to the future of the product on which their business is based.

For libraries and research organizations, it is an important source of information on a vital commodity.

There are on hand a limited number of copies of "Advances in Coffee Production Technology" which are offered at the original pre-publication price of \$2.50 per single copy. Orders for copies in excess of five may be had at an additional discount of 10 percent.

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Recent advances in our knowledge of coffee trees:

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2. Genetics
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The supply of better planting material

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Biological control of insect pests in coffee

Factors affecting the inherent quality of green coffee

Conclusions

Coffee and Tea Industries suggests that orders for "Advances in Coffee Production Technology" be placed immediately. No plans have been made for a second printing of this publication and only a limited number of copies are on hand.

COFFEE & TEA INDUSTRIES (formerly The Spice Mill)
106 Water Street, New York 5, N. Y.

Attached find \$..... for.....copies of "Advances in Coffee Production Technology" at the special price of \$2.50 each.

Name

Address

The Coffeeman's Balance Sheet

A review of recent notes of interest to the coffee trade compiled from both AMERICAN and OVERSEAS sources.



The third (December) estimate of the Foreign Agricultural Service places total production for the 1960-61 world coffee crop at 65.2 million bags and the exportable crop at 51.9 million bags. Such an output would be almost 20 percent below the record production of 1959-60.

World trade in coffee during calendar year 1960 totaled almost as much as the high level of trade in 1959. Europe's coffee imports increased in 1960 over those of 1959, while U. S. imports decreased by about a million bags. The spread between production and consumption during 1960-61 will amount to about 10 million bags. Carryover world stocks at the end of 1960-61 are expected to approximate 75 million bags, which would be equal to almost 2 year's world trade requirements.

NORTH AMERICA: North American coffee production for 1960-61 is estimated at 9.1 million bags, with 7.0 million exportable. This output represents a decrease of about 4 percent from 1959-60.

- ■ Costa Rica is expected to have a record crop in 1960-61. Prolonged heavy rains early in the season may, however, reduce the crop below the level it should have totaled.

- ■ Cuba will probably have a somewhat smaller crop in 1960-61 than in the previous year. The 1959-60 crop was the largest on record, following the relatively low 1958-59 production, which was reduced by incomplete harvest and revolutionary activities.

- ■ The 1960-61 crop in the Dominican Republic is reportedly turning out to be disappointingly small. It is possible, however, that agents in the interior have been holding back limited amounts in hope of a price rise.

- ■ The volume of El Salvador's 1960-61 coffee harvest is estimated to be somewhat below that of the 1959-60

crop. Retention coffee is to be bought-in this year at the same price as that specified in the export contract, following the practice used for the previous crop.

- ■ Guatemala's coffee harvest is about one month behind that of last year, and it is not expected to be as large. The crop, however, seems to have improved since the beginning of the season.

- ■ The 1960-61 coffee crop in Haiti will probably be considerably below 1959-60 production. Honduras coffee production in 1960-61 is estimated at 350,000 bags total and 300,000 exportable—the same level as that of the 1959-60 crop. Large areas recently planted to coffee in Honduras will not come into full bearing for several more years.

- ■ Mexico's 1960-61 crop is estimated at 1,900,000 bags, with 1,350,000 bags exportable. The decline from the preceding season is due principally to the freeze of February 1960 in the Coatepec-Huatusco region of Veracruz and to severe drought during the spring. The late start of the rainy season delayed the bloom, and as a result, the crop is late in most of Veracruz, with the exception of the lower-lying districts. Yields in Chiapas, the second leading coffee growing state, are reported to vary greatly by districts.

- ■ Nicaragua is expected to have a considerable increase in coffee production in 1960-61. Prolonged heavy rains did not seem to damage the crop, and if estimated production is realized this year, the crop will set a record. The upward trend in coffee production in Panama is likely to continue in 1960-61.

SOUTH AMERICA: The total 1960-61 coffee crop for South America is now estimated at 40.1 million bags, with exportable estimated at 30.7 million. On an exportable basis, this output is 33 percent below the record 1959-60 production.

- ■ Brazil's total 1960-61 production is now estimated at 30.0 million bags, with 22.0 million exportable. This would be a reduction of about one-third from the record 1959-60 crop. In general, the quality of the current coffee crop is not as good as expected. Although weather conditions were rather favorable during flowering, setting, and ripening of the berries, heavy rains fell during harvest in almost all of the coffee districts. Harvesting of the 1960-61 crop reportedly was completed by the middle of November 1960.

- ■ Colombia's total 1960-61 production is estimated at 8.0 million bags, of which 7.2 million are exportable. Harvest of the main crop has been lower than expected, mainly in the largest coffee producing departments of Caldas, Cundinamarca, Tolima, and Huila. Flowering of the secondary crop has come somewhat early in some areas, and heavy rainfall may reduce production. The Coffee Federation continues its investigative studies on

new production methods to increase farm efficiency. Research projects now include an attempt to determine the extent to which growing coffee without shade should be followed. The federation expects that conversion to sun-grown coffee plantations, which necessitates greater use of fertilizer, will increase production efficiency. The aim of this program is not to expand the coffee area but to encourage growers to reduce the area of shade-grown coffee and plant other crops on less adaptable lands.

- ■ The 1960-61 coffee crop in **Ecuador** is estimated at 625,000 bags, with 500,000 bags exportable. Climatic conditions reportedly have been more favorable this season, and an additional 6 million trees came into production.

- ■ Total 1960-61 production in **Peru** is estimated at 550,000 bags, of which 440,000 will be exportable. There is a tendency to increase the total area devoted to coffee and to use higher yielding seedlings for new plantings and for replacement of old trees. In many areas, however, rising labor and other costs are expected to partially check the upward trend in production.

- ■ **Venezuelan** coffee production for 1960-61 is estimated at 875,000 bags, with 475,000 bags exportable. The 1960-61 crop is expected to be larger than the 1959-60 crop, which was reduced because of poor growing weather and a shortage of labor. Future prospects for coffee in Venezuela could be considerably influenced by the appointment in August 1960 of the Directorate of the National Fund for Coffee and Cacao.

AFRICA: The total 1960-61 African crop is now estimated at 13.0 million bags, of which 12.5 million are exportable. Such a crop would be a record for African production and an increase of 10 percent over 1959-60 production. Present estimates for 1960-61 rank Ivory Coast, Uganda, and Angola in third, fourth, and fifth place, respectively, in world production.

- ■ **Angola** is expected to have a total production of 2.0 million bags in 1960-61. Increased coffee acreage coming into production and favorable weather contribute to such a large crop. The disease known as "sudden death" has caused considerable destruction to coffee plantations. Replacements and new plantings, however, more than offset the losses and increase the acreage of coffee. New plantings were large from 1955 to 1957, but beginning in 1958, they were reduced by more than half from the previous three years.

- ■ Coffee acreage in the **Camerouns** continues to increase, and the trend is to larger acreages. Government services are aiding the producers through better varieties of coffee trees that are high-yielding and resistant to diseases.

- ■ **Ethiopia's** 1960-61 total production is estimated at 900,000 bags, of which 800,000 will be exportable. Such a crop would be somewhat smaller than the surprisingly large production of 1959-60.

- ■ Coffee production in the **Ivory Coast** for 1960-61 will probably not show much change from 1959-60. The weather has been generally satisfactory for crop development. An increasing number of farmers are

spraying their coffee trees; this practice, however, is not yet widespread. Harvesting of the 1960-61 crop may be hampered by lack of labor.

- ■ Total coffee production in 1960-61 for the **Republic of the Congo** (formerly Belgian Congo) and the **Central African Republic** (formerly French Equatorial Africa) is estimated at 120,000 bags. About 90 percent of this will be from the **Central African Republic**. Congo production, however, is expected to be increased by the natives on small acreages.

- ■ The weather has been excellent for the present crop in the Republic of the Congo as it was for the past season. New acreage is continually coming into production, and the "Ten-Year Plan" is geared to expansion of coffee production. It is difficult to slow down the rate of increase in coffee acreage because the experiment stations, the nurseries, and the farmers have made preparations for attainment of the 10-year goal. Proposed production by 1965 would be 57 percent above that of 1958, and on a basis of coffee production trends in recent years, the goal could be surpassed.

- ■ **Ruanda-Urundi's** coffee production is completely controlled by the native population. A small crop is expected in 1960-61, even though more acreage is coming into production. This is attributed to neglect on the part of producers, because tribal differences have affected the amount of care given to the coffee trees.

- ■ Crop prospects in 1960-61 are good for the **British East African countries of Kenya, Uganda, and Tanganyika**. Drought in Kenya and Uganda have not reduced crop estimates. Although the drought delayed the marketing of Uganda's coffee crop in the Masaka district, the volume is not expected to be reduced. In Uganda, government regulations require official permission to operate coffee seedling nurseries using selected seed.

ASIA AND OCEANIA: Total coffee production for Asia and Oceania in 1960-61 is now estimated at 3.0 million bags, of which 1.8 million will be exportable.

- ■ Growing conditions in 1960-61 for the **Indian** coffee crop have been generally favorable. Rainfall has been comparatively lighter than during the previous season; the crop however, does not seem to have been adversely affected. In July 1960, the Director of Research of the Indian Coffee Board reported that a strange malady similar to the "die-back" disease, which results in the defoliation of the leaves, was prevalent.

- ■ The weather in **Indonesia** seems to be satisfactory for the current crop, and no reports of disease or labor troubles that would adversely affect coffee production have been received. Future production will depend to a large extent on (1) the amount of money that is available for supplies and equipment and (2) the amount of expansion of the industry permitted by the government.

- ■ **Philippine** coffee production for 1960-61 is now estimated at 325,000 bags. Special emphasis is being placed on bringing in new, rust-resistant varieties. Agricultural leaders in the province of Negros Occidental have been encouraging coffee production with some success; most growers, however, seem to be planting the **Robusta** variety rather than the **Arabica**, which is more in demand.



A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

ABBREVIATIONS FOR LINES

Ahl Trans Car—Ahlmann Trans Caribbean Line
 Alcoa—Alcoa Steamship Co.
 Af-Pac—African Pacific Line
 Am-Exp—American Export Lines
 Am-Pre—American President Lines
 Am-Rep—American Republics Line
 Am-W Afr—American-West African Line
 B-Afr—Belgian African Line
 Barb-Wa—Barber Wilhelmsen Line
 Barb-Frn—Barber-Fern Line
 Barb-W Afr—Barber-West African Line
 Baron—Baron Line
 Bl-Dia—Black Diamond Steamship Co.
 Bl-Star—Black Star Line Ltd.
 Brodin—Brodin Line
 Carib—Caribbean Central American Line
 Col—Columbus Line
 Coldemar—Coldemar Line
 Cubamex—Cubamex Line
 Cunard—Brocklebanks' Cunard Service
 Daido—Daido Line
 Delta—Delta Line
 Dodero—Dodero Lines
 Eld-Dem—Elder Dempster Lines
 Ell-Buck—Ellerman & Bucknell S.S. Co.
 Farrell—Farrell Lines
 Grace—Grace Line
 Granco—Grancolombiana (New York), Inc.
 Gulf—Gulf & South American Steamship Co., Inc.
 GWA—Gulf West Africa Line
 Hellenic—Hellenic Lines Ltd.

Hansa—Hansa Line
 Hoegh—Hoegh Lines
 Hol-Pan—Holland-Pan-American Line
 Independence—Independence Line
 Isthmian—Isthmian Lines, Inc.
 JavPac—Java Pacific Line
 K Line—Kawasaki Kisen Kaisha, Ltd.
 Lawes—Lawes Shipping Co., Inc.
 Lloyd—Lloyd Brasileiro
 Lykes—Lykes Lines
 Maersk—Maersk Line
 Mam—Mamenic Line
 Nedlloyd—Nedlloyd Line
 Nopal—Northern Pan-American Line
 Norton—Norton Line
 O-M-E—Orient Mid-East Lines
 PacFar—Pacific Far East Line, Inc.
 Pac-Rep—Pacific Republics Line
 PacTrans—Pacific Transport Lines, Inc.
 Pioneer—American Pioneer Line
 PTL—Pacific Transport Lines, Inc.
 R Neth—Royal Netherland Steamship Co.
 Robin—Robin Line
 Scindia—Scindia Steam Navigation Co., Ltd.
 SCross—Southern Cross Line
 Sev-Stars—Seven Stars (Africa) Line
 Stock—Stockard Shipping Co.
 Torm—Torm Lines
 Ufruit—United Fruit Co.
 Wes-Lar—Westfal Larsen Co. Line
 Yamashita—Yamashita Line

ABBREVIATIONS FOR PORTS

At—Atlantic ports
 Ba—Baltimore
 Bo—Boston
 CC—Corpus Christi
 Ch—Chicago
 Chs—Charleston
 Cl—Cleveland
 De—Detroit
 Ga—Galveston
 Gf—Gulf Ports
 Ha—Halifax
 Ho—Houston
 HR—Hampton Roads
 Jx—Jacksonville
 LA—Los Angeles
 Mo—Mobile
 Ml—Montreal
 NO—New Orleans
 NY—New York
 NN—Newport News
 NF—Norfolk
 Pa—Philadelphia
 Po—Portland
 PS—Puget Sound
 Sa—Savannah
 SD—San Diego
 SF—San Francisco
 Se—Seattle
 St Jo—Saint John
 Ta—Tacoma
 Va—Vancouver

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.



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LATIN AMERICA

BRAZIL

Angra dos Reis

2/10	Dorotea	Norton	NY2/26 Bo3/1 Pa3/3 Ba3/4
2/11	Erich Schroeder	Col	NY2/28 Bo3/2 Pa3/4 Ba3/5
2/13	Mormacove	Am-Rep	Ba3/2 Pa3/4 NY3/5 Bo3/8 Ha3/9
2/16	Mormacir	Am-Rep	NY3/3 Bo3/6 Pa3/8 Ba3/10
2/19	Folga	Nopal	N03/7 Ho3/10
2/19	Mormacswan	Am-Rep	Jx3/7 NY3/11 Bo3/13 Pa3/15 Ba3/16 Nf3/17
2/22	Brimanger	Wes-Lar	LA3/29 SF3/31 Po4/6 Se4/8 Va4/10
2/23	Del Viento	Delta	N03/13 Ho3/17
2/23	Mormacswan	Am-Rep	NY3/12 Bo3/16 Pa3/18 Ba3/19
2/25	Progress	Nopal	N03/12 Ho3/15
2/28	Brimanger	Wes-Lar	LA3/29 SF3/31 Po4/6 St4/8 Va4/10
3/2	Del Sol	Delta	N03/20 Ho3/24
3/3	Cap Castillo	Col	NY3/17 Pa3/21 Ba3/23 Bo3/25 StJo3/26
3/4	Nordglint	Nopal	N03/18 Ho3/12
3/8	Ravensberg	Col	NY3/22 Bo3/25 Pa3/28 Ba3/30
3/16	Del Campo	Delta	N04/3 Ho4/7
3/20	Cap Bonavista	Col	NY4/3 Bo4/5 Pa4/7 Ba4/8

Paranagua

2/10	Cabo Orange	Lloyd	N02/28 Ho3/6
2/12	Mormacir	Am-Rep	NY3/3 Bo3/6 Pa3/8 Ba3/10
2/13	Cheetah	Bi-Dia	NY3/6 Bo3/8 Ba3/10 Pa3/11
2/13	Del Sud	Delta	N03/1 Ho3/8
2/16	Mormacsea	Am-Rep	Jx3/7 NY3/11 Bo3/13 Pa3/15 Ba3/16
2/17	Folga	Nopal	N03/7 Ho3/10

2/17	Panama	Lloyd	NY3/9
2/20	Mormacswan	Am-Rep	NY3/12 Bo3/16 Pa3/18 Ba3/19
2/20	Del Viento	Delta	N03/13 Ho3/17
2/22	Brimanger	Wes-Lar	LA3/29 SF3/31 Po4/6 Se4/8 Va4/10
2/22	Mormacland	Pac-Rep	LA3/12 SF3/24 Po4/3 Va4/3 Se4/4
2/23	Nopal Progress	Nopal	N03/12 Ho3/15
2/25	Cabo Santa Marta	Lloyd	N03/15 Ho3/20
2/27	Paraguay	Lloyd	NY3/19
2/27	Pheeda	Bi-Dia	Bo3/22 Ba3/24 Pa3/25
2/27	Del Sol	Delta	N03/20 Ho3/24
2/28	Cap Castillo	Col	NY3/17 Pa3/21 Ba3/23 Bo3/25 StJo3/26
3/2	Nordglint	Nopal	N03/18 Ho3/22
3/6	Del Mar	Delta	N03/22 Ho3/29
3/6	Ravensberg	Col	NY3/22 Bo3/25 Pa3/28 Ba3/30
3/7	Domingos	Lloyd	NY3/27
3/13	Del Campo	Delta	N04/3 Ho4/7
3/13	Zosma	Bi-Dia	NY4/3 Bo4/5 Ba4/7 Pa4/8
3/17	Nicaragua	Lloyd	NY4/6
3/18	Cap Bonavista	Col	NY4/3 Bo4/5 Pa4/7 Ba4/8
3/20	Del Norte	Delta	N04/5 Ho4/12
3/27	Guanabara	Lloyd	NY4/16

Rio de Janeiro

2/10	Del Mundo	Delta	N02/27 Ho3/3
2/10	Dorotea	Norton	NY2/25 Bo3/1 Pa3/3 Ba3/4
2/10	Mormacowi	Am-Rep	Bo3/1 Pa3/3 Ba3/5 Nf3/6
2/10	Nordanger	Wes-Lar	LA3/7 SF3/9 Po3/15 Se3/17 Va3/19
2/11	Colombia	Lloyd	NY2/27
2/14	Mormacove	Am-Rep	Ba3/2 Pa3/4 NY3/5 Bo3/8 Ha3/9
2/14	Cabo Orange	Lloyd	N02/28 Ho3/6
2/16	Del Sud	Delta	N03/1 Ho3/8
2/16	Mormacland	Pac-Rep	LA3/21 SF324 Po4/3 Va4/3 Se4/4
2/17	Mormacir	Am-Rep	NY3/3 Bo3/6 Pa3/8 Ba3/10
2/20	Folga	Nopal	N03/7 Ho3/10
2/20	Mormacsea	Am-Rep	Jx3/7 NY3/11 Bo3/13 Pa3/15 Ba3/16 Nf3/17



*African coffee imports by the U. S. amounted to \$120 million in 1959—as compared to only \$9 million in 1948.

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Rio De Janeiro (continued)

2/21	Panama	Lloyd	NY3/9
2/24	Del Viento	Delta	N03/13 Ho3/17
2/24	Mormacswan	Am-Rep	NY3/12 Bo3/16 Pa3/18 Ba3/19
2/24	Brasil	Am-Rep	NY3/7
2/26	Progress	Nopal	N03/12 Ho3/15
3/1	Cabo Santa Marta	Lloyd	N03/15 Ho3/20
3/3	Del Sol	Delta	N03/20 Ho3/24
3/3	Brimanger	Wes-Lar	LA3/29 SF3/31 Po4/6 Se4/8 Va4/10
3/3	Brimanger	Lloyd	NY3/19
3/5	Nordglimt	Nopal	N03/18 Ho3/22
3/9	Del Mar	Delta	N02/22 Ho3/29
3/11	Domingos	Lloyd	NY3/27
3/17	Del Campo	Delta	N04/3 Ho4/7
3/21	Nicaragua	Lloyd	NY4/6
3/23	Del Norte	Delta	N04/5 Ho4/12
3/31	Guanabara	Lloyd	NY4/16

Santos

2/11	Mormacove	Am-Rep	Ba3/2 Pa3/4 NY3/5 Bo3/8 Ha3/9
2/12	Cabo Orange	Lloyd	N02/28 Ho3/6
2/14	Cheerah	Bi-Dia	Bo3/8 Ba3/10 Pa3/11
2/15	Del Sud	Delta	N03/1 Ho3/8
2/15	Mormacfir	Am-Rep	NY3/3 N03/6 Pa3/8 Ba3/10
2/18	Folga	Nopal	N03/7 Ho3/10
2/18	Mormacsea	Am-Rep	Jx3/7 NY3/11 Bo3/13 Pa3/15 Ba3/16
2/19	Panama	Lloyd	NY3/9
2/20	Mormacland	Pac-Rep	LA3/21 SF3/24 Po4/3 Va4/3 Se4/4
2/22	Del Viento	Delta	N03/13 Ho3/17
2/22	Mormacswan	Am-Rep	NY3/12 Bo3/16 Pa3/18 Ba3/19
2/23	Brasil	Am-Rep	NY3/7
2/24	Progress	Nopal	N03/12 Ho3/15
2/27	Cabo Santa Marta	Lloyd	N03/15 Ho3/20
2/28	Phecca	Bi-Dia	Bo3/22 Ba3/24 Pa3/25
3/1	Paraguay	Lloyd	NY3/19
3/1	Cap Castil'o	Col	NY3/17 Pa3/21 Ba3/23 Bo3/25 StJo3/26
3/1	Del Sol	Delta	N03/20 Ho3/24
3/3	Nordglimt	Nopal	N03/18 Ho3/22
3/6	Bow Santos	Delta	NY3/24 Bo3/28 Pa3/30 Ba3/31
3/7	Ravensberg	Col	NY3/22 Bo3/25 Pa3/28 Ba3/30
3/8	Del Mar	Delta	N03/22 Ho3/29
3/9	Domingos	Lloyd	NY3/27
3/14	Zosma	Bi-Dia	NY4/3 Bo4/5 Ba4/7 Po4/8
3/15	Del Campo	Delta	N04/3 Ho4/7
3/19	Cap Bonavista	Col	NY4/3 Bo4/5 Pa4/7 Ba4/8
3/19	Paraguay	Lloyd	NY4/6
3/22	Del Norte	Delta	N04/5 Ho4/12
3/29	Guanabara	Lloyd	NY4/16

Victoria

2/12	Del Mundo	Delta	N02/27 Ho3/3
2/15	Cabo Orange	Lloyd	N02/28 Ho3/6
2/21	Folga	Nopal	N03/7 Ho3/10
2/26	Del Viento	Delta	N03/13 Ho3/17
3/2	Cabo Santa Marta	Lloyd	N03/15 Ho3/20
3/5	Del Sol	Delta	N03/20 Ho3/24
3/6	Nordglimt	Nopal	N03/18 Ho3/22
3/19	Del Campo	Delta	N04/3 Ho4/7

COLOMBIA

Buenaventura

2/10	Cd de Barranquilla	Granco	Ba2/16 Pa2/17 NY2/19
2/10	Calli	Coldemar	Jx2/17 NY2/21

2/11	Ranborg	Granco	LA2/21 SF2/25 Va3/10
2/17	Cd de Tunja	Granco	Ba2/23 Ba2/24 NY2/26
2/17	Jytte Skou	Granco	Bo2/26 StJo3/1 Ha3/3
2/17	Erna Witt	Coldemar	Jx2/24 NY2/28
2/19	Barker	Gulf	Ho2/27 N03/4
2/24	Santa Mariana	Grace	LA3/4 SF3/6 Se3/14
2/24	Norderholm	Coldemar	Jx3/3 NY3/7
2/26	Cd de Ibagu	Granco	Ho3/6 N03/16
3/2	Farmer	Gulf	Ho3/10 N03/15
3/3	Alpherat	Granco	LA3/13 SF3/17 Va3/30
3/7	Santa Anita	Grace	LA3/18 SF3/20 Po3/24 Se3/26
3/21	Santa Fe	Grace	LA3/30 SF4/1 Po4/5 Se4/7

GUATEMALA

Pt. Barrios

2/11	Arctic Gull	UFruit	NY2/18
2/11	Christiane	UFruit	Ho2/16 N02/18
2/13	Karl Christian	Carib	NY2/21
2/16	Mississippi	French	LA2/22 SF2*25 Va3/2 Se3/5 Po3/6
2/18	Leith Hill	UFruit	Ho2/23 N02/25
2/19	Zephyr	UFruit	NY2/27
2/21	A. Volta	Italian	LA2/26 SF3/1 Po3/5 Se3/9 Va3/12
2/25	Box Hill	UFruit	Ho3/2 N03/4
2/26	Arctic Tern	UFruit	NY3/5
3/4	Christiane	UFruit	Ho3/9 N03/11
3/5	Arctic Gull	UFruit	NY3/12
3/11	Leith Hill	UFruit	Ho3/16 N03/18
3/13	Karl Christian	Carib	NY3/21
3/13	Zephyr	UFruit	NY3/21
3/18	Box Hill	UFruit	Ho3/23 N03/25
3/19	Arctic Tern	UFruit	NY3/26
3/21	Maryland	French	LA3/27 SF3/30 Va4/6 Se4/9 Po4/13
3/23	G. Ferraris	Italian	LA3/29 SF4/1 Po4/4 Se4/9 Va4/11
3/25	Christiane	UFruit	Ho3/30 N04/1
3/26	Arctic Gull	UFruit	NY4/2

HONDURAS

Belize

3/14	Karl Christian	Carib	NY3/21
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Pt. Cortes

2/13	Arctic Gull	UFruit	NY2/18
2/14	Karl Christian	Carib	NY2/21
2/15	Leith Hill	UFruit	Ho2/23 N02/25
2/16	Zephyr	UFruit	NY2/27
2/22	Box Hill	UFruit	Ho3/2 N03/4
2/28	Arctic Tern	UFruit	NY3/5
3/1	Christiane	UFruit	Ho3/9 N03/11
3/7	Arctic Gull	UFruit	NY3/12
3/8	Leith Hill	UFruit	Ho3/16 N03/18
3/9	Karl Christian	Carib	NY3/21
3/10	Zephyr	UFruit	NY3/21
3/15	Box Hill	UFruit	Ho3/23 N03/25
3/21	Arctic Tern	UFruit	NY3/26
3/22	Christiane	UFruit	Ho3/30 N04/1
3/28	Arctic Gull	UFruit	NY4/2

MEXICO

Tampico

2/14	Rep del Ecuador	Granco	LA2/22 SF2/26
2/17	Luciana	Cubamex	NY2/25

COFFEE & TEA INDUSTRIES and The Flavor Field

Vera Cruz

2/15	Luciana	Cubamex	NY2/25
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NICARAGUA**Corinto**

2/12	Degero	Mam	NY2/24
2/19	El Salvador	Mam	N02/28 Ho3/1

EL SALVADOR**La Libertad**

2/11	Choluteca	UFruit	N02/24
2/11	El Salvador	Mam	Ho2/23 N02/27
2/17	Degero	Mam	NY3/2
3/7	Managua	Mam	Ho3/19 N03/23

La Union

2/10	Choluteca	UFruit	N02/24
2/17	El Salvador	Mam	N02/28 Ho3/1
2/18	Degero	Mam	NY3/2
3/8	Managua	Mam	Ho3/19 N03/23

San Juan**Del Sur**

2/15	El Salvador	Mam	Ho2/23 N02/27
2/21	Degero	Mam	NY3/2
3/11	Managua	Mam	Ho3/19 N03/23

AFRICA**ANGOLA****Lobito**

2/11	Lulua	B-Afr	NY3/5
2/23	Vinkt	B-Afr	NY3/17

Luanda

2/14	Jessie Gulwa	Nopal	N03/14 Ho3/17
2/15	Afr Sun	Farrell	NY3/16
2/18	Lulua	B-Afr	NY3/5
2/23	Del Santos	Delta	N03/15
3/1	Afr Grove	Farrell	NY3/31
3/2	Vinkt	B-Afr	NY3/17
3/3	Branco	Nopal	N03/31 Ho4/5
3/15	Del Valle	Delta	N04/7
3/15	Afr Glade	Farrell	NY4/13
4/6	Vibeke Gulwa	Nopal	N05/5 Ho5/11
4/9	Del Alba	Delta	N05/2

BELGIAN CONGO**Matadi**

2/17	Afr Sun	Farrell	NY3/16
2/18	Vinkt	B-Afr	NY3/17
2/20	Else	Maersk	NY3/31 LA4/26 SF4/28
2/21	Del Santos	Delta	N03/18
2/24	Branco	Nopal	N03/31 Ho4/5
3/3	Afr Grove	Farrell	NY3/31
3/13	Del Valle	Delta	N04/7
3/17	Afr Glade	Farrell	NY4/13
3/31	Vibeke Gulwa	Nopal	N05/5 Ho5/11
4/7	Del Alba	Delta	N05/2

FRENCH CAMEROUNS**Douala**

2/18	Jessie Gulwa	Nopal	N03/14 Ho3/17
2/20	Inge Toft	Bi-Star	NY3/17 Pa3/22 Ba3/24 Nf3/27
2/22	Tana	Am-WAfr	USA3/9
3/1	Else	Maersk	NY3/31 LA4/26 SF4/28
3/2	Afr Glade	Farrell	NY4/13
3/5	Loulea	Bi-Dia	NY3/29
3/7	Ferngrove	Am-WAfr	USA4/15
3/9	Branco	Nopal	N03/31 Ho4/5
3/14	Tabor	Am-WAfr	USA4/15
3/23	Tatra	Am-WAfr	USA4/15
4/5	Beyla	Bi-Dia	NY4/28
4/12	Vibeke Gulwa	Nopal	N05/5 Ho5/11

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Rua Visconde Inhauma 134
SANTOS: DELTA LINE, INC.
Praça da Republica 87
LUANDA
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WEST AFRICA

ANGOLA, CAMEROONS, IVORY COAST
LIBERIA and REPUBLIC of CONGO
Direct Regular Service

FRENCH SOMALILAND

Djibouti

2/23	Exminster	Am-Exp	Bo3/16	NY3/18	Pa3/21	HR3/23	Sa3/26	
						Chn3/27	Ba3/29	
2/27	Steel Traveler	Isthmian	Bo3/17	NY3/18				
3/7	Rotti	JavPac	NY3/27	LA4/12	SF4/15	Se4/19	Va4/22	
							Po5/11	
3/7	Exchequer	Am-Exp	Bo3/31	NY4/2	Pa4/5	HR4/7	Sa4/10	
						Chn4/11	Ba4/15	
3/9	Steel Artisan	Isthmian	Bo3/28	NY3/29				
3/10	Steel Architect	Isthmian	NY3/30	N04/9				
3/23	Explorer	Am-Exp	Bo4/13	NY4/15	Pa4/17	HR4/19	Sa4/22	
						Chn4/23	Ba4/27	
4/7	Samarinda	JavPac	NY4/27	LA5/12	SF5/15	Pa5/18	Se5/22	
							Va5/25	

GHANA

Takoradi

2/10	Fernford	Am-WAfr	USA3/15					
2/21	Jessie Gulwa	Nopal	N03/14	Ho3/17				
2/25	Inge Toft	Bi-Star	NY3/17	Pa3/22	Ba3/24	Nf3/27		
3/3	Tana	Am-WAfr	USA3/15					
3/10	Branco	Nopal	N03/31	Ho4/5				
3/10	Eise	Maersk	NY3/31	LA4/26	SF4/28			
3/16	Ferngrove	Am-WAfr	USA4/15					
3/30	Tatra	Am-WAfr	USA4/15					
4/14	Vibeke Gulwa	Nopal	N05/5	Ho5/11				

IVORY COAST

Abidjan

2/10	Afr Pilgrim	Farrell	NY2/25					
2/12	Clio	Bi-Star	NY3/1	Pa3/6	Ba3/8	Nf3/9		
2/14	Afr Glen	Farrell	NY3/3					
2/14	Fernford	Am-WAfr	USA3/15					
2/15	Sherbro	Eld-Dem	NY3/4	Ba3/7				
2/15	Robert	Maersk	NY3/3	LA3/28	SF3/30			
2/24	Jessie Gulwa	Nopal	N03/14	Ho3/17				
2/27	Afr Sun	Farrell	NY3/16					
3/2	Inge Toft	Bi-Star	NY3/17	Pa1/7	Ba3/24	Nf3/27		
3/2	Daru	Eld-Dem	Ba3/18					
3/2	Del Santos	Delta	N03/18					
3/5	Inge Toft	Bi-Star	NY3/22	Pa3/27	Ba3/29	Nf3/30		
3/7	Tana	Eld-Dem	USA3/15					
3/12	Louisa	Bi-Dia	NY3/29					
3/12	Branco	Nopal	N03/31	Ho4/5				
3/14	Afr Grove	Farrell	NY3/3					
3/15	Eise	Maersk	NY3/31	LA4/26	SF4/28			
3/15	Obuasi	Eld-Dem	NY4/1	Ba4/4				
3/20	Ferngrove	Am-WAfr	USA4/15					
3/22	Del Valle	Delta	N04/7					
3/27	Afr Glade	Farrell	NY4/13					
4/3	Vigrid	Sev-Stars	Pa4/21	Ba4/24	Nf4/25			
4/5	Tatra	Am-WAfr	USA4/5					

4/12	Beyla	Bi-Dia	NY4/28
4/16	Vibeke Gulwa	Nopal	N05/5 Ho5/11
4/16	Del Alba	Delta	N05/2

KENYA

Mombasa

2/10	Afr Moon	Farrell	Bo3/19	NY3/21				
2/10	Mormacwave	Robin	Bo3/9	NY3/10				
2/19	Afr Star	Farrell	Bo3/30	NY4/1				
2/28	Rotti	Jav-Pac	NY3/27	LA4/12	SF4/15	Po5/11	Se4/19	Va4/22
3/9	Sherwood	Robin	Bo4/6	NY4/8				
3/11	Motoshima Maru	Baron	NY4/15					
3/16	Mormacway	Robin	Bo4/16	NY4/18				
3/20	Afr Patriot	Farrell	Bo4/28	NY4/30				
3/31	Samarinda	JavPac	NY4/27	LA5/12	SF5/15	Se5/22	Va5/25	
4/3	Afr Lightning	Farrell	Bo5/11	NY5/13				
4/16	Gray	Robin	Bo5/20	NY5/21				
5/1	Afr Crescent	Farrell	Bo6/8	N06/10				

MALAGASY

Tamatave

2/13	Goodfellow	Robin	Bo3/20	NY3/22
4/2	Locksley	Robin	Bo4/3	NY5/5

MOZAMBIQUE

Beira

2/15	Afr Star	Farrell	Bo3/30	NY4/1
3/16	Afr Patriot	Farrell	Bo4/28	NY4/30
3/30	Afr Lightning	Farrell	Bo5/11	NY5/13
4/27	Afr Crescent	Farrell	Bo6/8	NY6/10

NIGERIA

Lagos

2/14	Inge Toft	Bi-Star	NY3/17	Pa3/22	Ba3/24	Nf3/27
2/18	Tana	Am-WAfr	USA3/15			
2/21	Daru	Eld-Dem	Ba3/18			
2/26	Eise	Maersk	NY3/31	LA4/26	SF4/28	
3/3	Ferngrove	Am-WAfr	USA4/15			
3/4	Obuasi	Eld-Dem	Ba4/4			
3/17	Tatra	Am-WAfr	USA4/15			

TANGANYIKA

Dar es Salaam

2/18	Afr Moon	Farrell	Bo3/19	NY3/21				
2/21	Rotti	JavPac	NY2/27	LA3/15	SF3/18	Pa3/25	Se3/26	Va3/29
2/28	Afr Star	Farrell	Bo3/30	NY4/1				



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ABIDJAN: Societe Navale Delmas Vieljeux, 17, Avenue Louis Barthe, P.O. Box 1281, Abidjan, Ivory Coast.

MONROVIA: Liberia Trading Corp., P.O. Box 125, Monrovia, Liberia.

FREETOWN: Scandinavian Shipping Agencies Limited, 9 Gloucester St., P.O. Box 130, Freetown, Sierra Leone.

ship sailings

3/3	Robin Sherwood	Robin	Bo4/6 NY4/8
3/9	Motoshima Maru	Baron	NY4/15
3/10	Mormacbay	Robin	Bc4/16 NY4/18
3/19	Samarinda	JavPac	NY4/27 LA5/12 SF5/15 Po5/18 Se5/22 Va5/25
3/28	Afr Patriot	Farrell	Bo4/28 NY4/30
4/11	Gray	Robin	Bo5/20 NY5/21
4/11	Afr Lightning	Farrell	Bo5/11 NY5/13
5/9	Afr Crescent	Farrell	Bo6/8 NY6/10

Tanga

2/16	Afr Moon	Farrell	Bo3/19 NY3/21
2/23	Rotti	JavPac	NY3/27 LA4/12 SF4/15 Po5/11 Se5/19 Va5/12
2/26	Afr Star	Farrell	Bo3/30 NY4/1
3/22	Samarinda	JavPac	NY4/27 LA5/12 SF5/15 Po5/18 Se5/22 Va5/25
3/26	Afr Patriot	Farrell	Bo4/28 NY4/30
4/9	Afr Lightning	Farrell	Bo5/11 NY5/13
5/7	Afr Crescent	Farrell	Bo6/8 NY6/10

ASIA

CEYLON

Colombo

2/13	Jalawrishna	Scindia	Bo3/10 NY3/11 N03/23
2/15	Steel Age	Isthmian	N03/19
2/17	City of Birmingham	Ell-Buck	Ha3/20
2/17	Billiton	JavPac	LA4/4 SF4/10 Po4/16 Se4/20 Va4/23
2/18	Steel Traveler	Isthmian	Bo3/17 NY3/18
2/21	City of Madras	Ell-Buck	Bo3/20 NY3/22 Pa3/25 Nf3/27 Ba3/29
2/24	Hayes	Am-Pres	NY3/31 Bo4/5 Pa4/7 Ba4/8 HR4/10
2/25	Olga	Maersk	NY3/24
3/3	Steel Architect	Isthmian	NY3/30 N04/9
3/6	Leda	Maersk	NY4/3
3/7	Arthur	Am-Pres	NY4/12 Bo4/19 Pa4/21 Ba4/22 HR4/24
3/13	Jaladuta	Scindia	Bo4/9 NY4/11 N04/23
3/23	Coolidge	Am-Pres	NY4/28 Bo5/3 Pa5/5 Ba5/6 HR5/8
3/25	Peter	Maersk	Ha4/18 NY4/21 M15/6
4/6	Laust	Maersk	Ha5/2 NY5/5 M15/19

Trincomalee

2/13	Jalakrishna	Scindia	Bo3/10 NY3/11 N03/23
2/15	City of Birmingham	Ell-Buck	Ha3/20
3/12	Jaladuta	Scindia	Bo4/9 NY4/11 N04/23

HONG KONG

2/14	Yamatoka Maru	Yamashita	NY3/20 Pa3/25 Ba3/26 Nf3/28
2/18	Mill	Pioneer	NY3/30 Ba4/3 Nf4/5 Pa4/7
2/18	Johannes	Maersk	LA3/13 NY3/29

2/20	Golden Bear	JavPac	SF3/9 LA3/13
2/20	Tijuca	Barb-Wn	NY3/25
2/21	Harding	Am-Pres	SF3/18 LA3/21 SD3/25
2/23	Jefferson	Am-Pres	NY3/27 Pa4/1 Ba4/2 Bo4/5 HR4/10
2/23	Hoover	Am-Pres	SF3/14
2/24	Traviata	Barb-Wn	LA3/20 NY4/4
3/3	Marit	Maersk	SF3/25 NY4/11
3/4	Japan Bear	PacFar	SF3/21 LA3/25
3/6	Cleveland	Am-Pres	SF3/24 LA3/29
3/11	Taylor	Am-Pres	SF3/30 LA4/2 SD4/8
3/14	Yamawaka Maru	Yamashita	NY4/17 Pa4/22 Ba4/23 Nf4/26
3/18	Jeppesen	Maersk	LA4/12 NY4/27
3/18	Hong Kong Bear	PacFar	SF4/4 LA4/8
3/27	Harrison	Am-Pres	LA4/12 NY4/28 Pa5/3 Ba5/4 Bo5/6 HR5/11
3/30	Wilson	Am-Pres	SF4/17
4/3	Sally	Maersk	SF4/25 NY5/12
4/6	Korean Bear	JavPac	SF4/23 LA4/29

INDIA

Calcutta

2/10	Steel Age	Isthmian	N03/19
2/21	Exchequer	Am-Exp	Bo3/31 NY4/2 Pa4/5 HR4/7 Chsn4/11 Ba4/15
2/21	Steel Architect	Isthmian	NY3/30 N04/9
3/9	Jaladuta	Scindia	Bo4/9 NY4/11 N04/23
3/9	Explorer	Am-Exp	Bo4/13 NY4/15 Pa4/17 HR4/19 Chsn4/23 Ba4/27

Cochin

2/10	Billiton	JavPac	LA4/4 SF4/10 Po4/16 Se4/20 Va4/23
2/10	Monroe	Am-Pres	NY3/20 Bo3/24 Pa3/27 HR3/28
2/15	Jalakrishna	Scindia	Bo3/10 NY3/11 N03/23
2/17	Steel Traveler	Isthmian	Bo3/17 NY3/18
2/18	Exminster	Am-Exp	NY3/18 Pa3/21 HR3/23 Chsn3/27 Ba3/31
2/20	City of Birmingham	Ell-Buck	Ha3/20
2/24	City of Madras	Ell-Buck	Bo3/20 NY3/22 Pa3/25 Nf3/27 Ba3/29
2/26	Hayes	Am-Pres	NY3/31 Bo4/5 Pa4/7 Ba4/8 HR4/10
2/28	Olga	Maersk	NY3/24
3/2	Exchequer	Am-Exp	Bo3/31 NY4/2 Pa4/5 HR4/7 Chsn4/11 Ba4/15
3/5	Steel Architect	Isthmian	NY3/30 N04/9
3/9	Arthur	Am-Pres	NY4/12 Bo4/19 Pa4/21 Ba4/22 HR4/24
3/9	Leda	Maersk	NY4/3
3/15	Jaladuta	Scindia	Bo4/9 NY4/11 N04/23
3/18	Explorer	Am-Exp	Bo4/13 NY4/15 Pa4/17 HR4/19 Chsn4/23 Ba4/27
3/25	Coolidge	Am-Pres	NY4/28 Bo5/3 Pa5/5 Ba5/6 HR5/8

INDONESIA

Djakarta

2/12	Leda	Maersk	Ha4/1 NY4/3 M14/19
2/16	Steel Artisan	Isthmian	Bo3/28 NY3/29

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NEW YORK NEW ORLEANS



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ship sailings

2/17	Pierce	Am-Pres	LA3/26	NY4/11	Pa4/17	Ba4/18	Bo4/21
							HR4/26
3/2	Peter	Maersk	Ha4/18	NY4/21	M15/6		
3/3	Marit	Maersk	SF3/25	NY4/11			
3/7	Harrison	Am-Pres	LA4/12	NY4/28	Pa5/3	Ba5/4	Bo5/6
							HR5/11
3/12	Laust	Maersk	Ha5/2	NY5/5	M15/19		

JAPAN

Kobe

2/11	Fernfield	Barb-Wn	LA3/1	NY4/16			
2/11	Chastine	Maersk	SF2/26	NY3/15			
2/13	Muse	Pioneer	NY3/10	Ba3/14	N13/16	Pa3/18	
2/14	Garfield	Am-Pres	LA2/28	SF3/5			
2/16	Wilson	Am-Pres	SF3/2	LA3/7			
2/17	Van Buren	Am-Pres	SF3/5	LA3/8	SD3/14		
2/20	Mart	Pioneer	NY3/18	Ba3/22	N13/24	Pa3/26	Bo3/29
2/22	Yamataka Maru	Yamashita	NY3/20	Pa3/25	Ba3/26	N13/28	
2/25	Montana Maru	K Line	SF3/12	NY3/26			
2/25	Tijuca	Barb-Wn	NY3/25				
2/26	Johannes	Maersk	LA3/13	NY3/29			
3/1	Hoover	Am-Pres	SF3/14				
3/2	Traviata	Barb-Wn	LA3/20	NY4/4			
3/3	Harding	Am-Pres	SF3/18	LA3/21	SD3/25		
3/5	Mill	Pioneer	NY3/30	Ba4/3	N14/5	Pa4/7	
3/10	Cleveland	Am-Pres	SF3/24	LA3/29			

3/11	Marit	Maersk	SF3/25	NY4/11			
3/12	Moor	Pioneer	NY4/6	Ba4/10	N14/12	Pa4/14	Bo4/17
3/16	Taylor	Am-Pres	SF3/30	LA4/2	SD4/8		
3/22	Yamawaka Maru	Yamashita	NY4/17	Pa4/22	Ba4/23	N14/26	
3/26	Jeppesen	Maersk	LA4/12	NY4/27			
4/3	Wilson	Am-Pres	SD4/17				
4/11	Sally	Maersk	SF4/25	NY5/12			

Nagoya

2/12	Chastine	Maersk	SF2/26	NY3/15			
2/13	Fernfield	Barb-Wn	LA3/1	NY4/16			
2/14	Muse	Pioneer	NY3/10	Ba3/14	N13/16	Pa3/18	
2/15	Garfield	Am-Pres	LA2/28	SF3/5			
2/18	Van Buren	Am-Pres	SF3/5	LA3/8	SD3/14		
2/21	Mart	Pioneer	NY3/18	Ba3/22	N13/24	Pa3/26	Bo3/29
2/23	Yamataka Maru	Yamashita	NY3/20	Pa3/25	Ba3/26	N13/28	
2/26	Tijuca	Barb-Wn	NY3/25				
2/26	Montana Maru	K Line	SF3/12	NY3/26			
2/27	Johannes	Maersk	LA3/13	NY3/29			
3/4	Traviata	Barb-Wn	LA3/20	NY4/4			
3/6	Mill	Pioneer	NY3/30	Ba4/3	N14/5	Pa4/7	
3/12	Marit	Maersk	SF3/25	NY4/11			
3/13	Moor	Pioneer	NY4/6	Ba4/10	N14/12	Pa4/14	Bo4/17
3/17	Taylor	Am-Pres	SF3/30	LA4/2	SD4/8		
3/23	Yamawaka Maru	Yamashita	NY4/17	Pa4/22	Ba4/23	N14/26	
3/27	Jeppesen	Maersk	LA4/12	NY4/27			
4/12	Sally	Maersk	SF4/25	NY5/12			

Shimizu

2/13	Chastine	Maersk	SF2/26	NY3/15			
2/14	Fernfield	Barb-Wn	LA3/1	NY4/16			
2/15	Muse	Pioneer	NY3/10	Ba3/14	N13/16	Pa3/18	
2/16	Garfield	Am-Pres	LA2/28	SD3/5			
2/19	Van Buren	Am-Pres	SF3/5	LA3/8	SD3/14		
2/22	Mart	Pioneer	NY3/18	Ba3/22	N13/24	Pa3/26	Bo3/29
2/24	Yamataka Maru	Yamashita	NY3/20	Pa3/25	Ba3/26	N13/28	
2/25	Johannes	Maersk	LA3/13	NY3/29			
2/27	Tijuca	Barb-Wn	NY3/25				
2/27	Montana Maru	K Line	SF3/12	NY3/26			
3/5	Traviata	Barb-Wn	LA3/20	NY4/4			
3/13	Marit	Maersk	SF3/25	NY4/11			
3/14	Moor	Pioneer	NY4/6	Ba4/10	N14/12	Pa4/14	Bo4/17
3/18	Taylor	Am-Pres	SF3/30	LA4/2	SD4/8		
3/24	Yamawaka	Yamashita	NY4/17	Pa4/22	Ba4/23	N14/26	
3/28	Jeppesen	Maersk	LA4/12	NY4/27			
4/13	Sally	Maersk	SF4/25	NY5/12			

Yokohama

2/15	Chastine	Maersk	SF2/26	NY3/15			
2/16	Fernfield	Barb-Wn	LA3/1	NY3/16			
2/17	Muse	Pioneer	NY3/10	Ba3/14	N13/16	Pa3/18	
2/17	Garfield	Am-Pres	LA2/28	SD3/5			
2/18	Wilson	Am-Pres	SF3/2	LA3/7			
2/21	Van Buren	Am-Pres	SF3/5	LA3/8	SD3/14		
2/24	Mart	Pioneer	NY3/18	Bo3/22	N13/24	Pa3/26	Bo3/29
2/26	Yamawaka Maru	Yamashita	NY3/20	Pa3/25	Ba3/26	N13/28	
3/1	Johannes	Maersk	LA3/13	NY3/29			
3/1	Tijuca	Barb-Wn	NY3/25				
3/3	Hoover	Am-Pres	SF3/14				
3/3	Montana Maru	K Line	NY3/26				
3/7	Traviata	Barb-Wn	LA3/20	NY4/4			
3/9	Mill	Pioneer	NY3/30	Ba4/3	N14/5	Pa4/7	
3/12	Cleveland	Am-Pres	SF3/24	LA3/29			
3/15	Marit	Maersk	SF3/25	NY4/11			
3/16	Moor	Pioneer	NY4/6	Ba4/10	N14/12	Pa4/14	Bo4/17
3/20	Taylor	Am-Pres	SF3/30	LA4/2	SD4/8		
3/26	Yamawaka Maru	Yamashita	NY4/17	Pa4/22	Ba4/23	N14/26	
3/31	Jeppesen	Maersk	LA4/12	NY4/27			
4/5	Wilson	Am-Pres	SF4/17				
4/15	Sally	Maersk	SF4/25	NY5/12			

PAKISTAN

Karachi

2/17	Monroe	Am-Pres	NY3/20	Bo3/24	Pa3/27	HR3/28	
3/5	Hayes	Am-Pres	NY3/31	Bo4/5	Pa4/7	Ba4/8	HR4/10
3/17	Arthur	Am-Pres	NY3/12	Bo3/19	Pa3/21	Ba3/22	HR3/24
4/2	Coolidge	Am-Pres	NY4/28	Bo5/3	Pa5/5	Ba5/6	HR5/8

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Coffee

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Regional Trade Notes

New York Notes

■ ■ First meeting of the season for New York's Tea Club was held February 7th at The Antler's Restaurant. The Club's officers David G. Sinclair, Russell L. Morse, Donald E. Shalders, and Herb Wolfertz indicated that the coming year will see the incorporation of a greater degree of originality in upcoming meetings.

■ ■ Dr. Ernest E. Lockhart, scientific director of the Coffee Brewing Institute, has been named chairman of the sub-committee on principles for psychophysical test methods of the American Society for Testing Materials. The committee was organized to investigate and work on problems dealing with sensory characteristics of products, color, visual properties, taste and odor.

CBI has also announced the reelection of the full complement of board directors at the annual meeting of corporation members. Those re-elected were: Joao Roberto Suplicy Hafers; Andres Uribe C.; Jorge Canavati (representing the Pan-American Coffee Bureau); T. Carroll Wilson; and Philip I. Eisenmenger (representing the National Coffee Association).

■ ■ The American Spice Trade Association has announced preliminary details of its annual convention, which is being held a month earlier than is traditional. This year's meet will be held at the Hollywood Beach Hotel, Hollywood, Fla., from April 23-27.

■ ■ Byrne Delay stood at the top of the New York Green Coffee Bowling League keggers with 39 wins and 18 losses as of January 26. Second place was gathered in by Arnold Dorr, and Nathor placed third. High team game (net) went to Woods with 911; second spot to Arnold Dorr, 902. High team series of 2592 was recorded by Woods; high individual game to B. Delay with a score of 244.

■ ■ Robert L. Wechsler, vice president of P. Wechsler & Son, Inc., has been

appointed chairman of the Coffee Division of the New York City Cancer Committee's 1961 Cancer Crusade.

Edward J. Barber, president of Barber Lines, Inc., is chairman of the Crusade's maritime division.

■ ■ Dodge and Olcott, Inc., oldest company in America specializing in the manufacture and merchandising of essential oils, seasonings and flavours, have announced removal of general offices and laboratories to the Manhattan Industrial Center, 75 Ninth Ave., New York 11.

■ ■ Announcement has been made by J. C. Severiens, President of Java-Pacific Lines, Inc., of the following promotions. G. P. Kiers was elected executive vice president; A. Drost, vice president, and J. Van Baarle, treasurer and general traffic manager. Edward L. McCabe and Frederick W. Koster were appointed line managers.

■ ■ The Junior Board of The Tea Council has announced that it will hold its mid-year meeting on May 10, at the Downtown Athletic Club, from 4 to 6 P.M.

■ ■ The 58th Annual Tea Tasting by the U. S. Board of Tea Experts was held in New York on February 14. Robert H. Dick, Tea Examiner of the United States, headed the seven man board of experts at the meeting.

■ ■ The American Indonesian Chamber of Commerce has advised of the election of the following additional directors, J. Morden Murphy, Banker's Trust Co., and Charles G. O'Rourke, Dasaad Musin Co.

■ ■ The new Moore McCormack Line's cargo passenger liner, MORMACAPE arrived in New York on February 9. The new vessel, third in the firm's current replacement program will call at Savannah, Ga., then sail to Brazil, Uruguay, and Argentina.

San Francisco Notes

■ ■ The coffee industry was pleased to hear of the recent selection of Ralph J. Preminger becoming a nonvoting stockholder of the nation's largest brokerage and investment firm, Merrill Lynch, Pierce, Fenner & Smith. The announcement was made by President M. W. McCarthy. Preminger who has been closely associated with members of the San Francisco coffee industry started his brokerage career in 1929 and joined Merrill Lynch here in 1946.

■ ■ Captain John W. Granicher, son of Mr. and Mrs. Walter Granicher, Leon Israel, San Francisco, stationed in Wurzburg, Germany took as his bride on December 27th Miss Barbara Davis of Stayton, Oregon. The bride's parents, Mr. & Mrs. J. Davis, of Stayton flew to Germany to attend the wedding.

■ ■ Andrew C. Glover, Vice President, Manning's Coffee Co., was elected president of the famed San Francisco Olympic Club at its year end meeting. Andy has many members of the San Francisco coffee trade as members of the Club who offer him their support for the ensuing year's term.

Other Manning news found Bob Manning in New York recently attending the training course offered by the CBI coffeeworkshop.

■ ■ D. Rae Te Roller, president of Manning, Inc., has been elected a director of the Pacific National Bank of San Francisco, replacing Lester Corey, who is retiring.

■ ■ J. B. Sprague Johnson, Jr., president of Otis McAllister & Co., has been elected president of the San Francisco Chapter of the Pan American Society.

■ ■ Visiting friends during the holiday season from New York was Carl Cory of Standard Brands, Inc. Carl's former home was San Francisco.

■ ■ Beck Rowe, E. A. Johnson Co., called on the roaster trade in Los Angeles during early January.

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■ ■ Manny Rosen, President of the San Francisco Coffee Club, was a business visitor to Nicaragua recently.

■ ■ Larry Hopkins has been appointed Washington division manager of the Boyd Coffee Company's institutional and restaurant division and Jerry Schuermann named Seattle area district sales manager for institutional and restaurant sales. R. P. Boyd, president of the pioneer Pacific Northwest coffee firm announced recently. Hopkins previously has been Seattle sales manager. Schuermann is promoted to his new assignment from the Boyd's Coffee sales staff.

■ ■ Leon Cavasso, Jr. announced the closing of his green coffee brokerage office effective January 15th at 210 California Street. The Cavasso name has been associated with the San Francisco coffee industry for almost half a century. Leon's father, until his death last year, had been associated with Jones-Thierbach Co. for some thirty years; adding to the twenty years Leon, Jr. had been in the green business.

■ ■ Newest member to join the S.F. Pellas firm is Kirk Heathcote, son of Gene Heathcote. Kirk has finished his military training and now plans on learning the green coffee business. He also plans on furthering his education by attending night school.

■ ■ Weldon Emigh, who headed the firm bearing his own name for many years, has become associated with the Oakland realty firm of Harry A. Parks, Inc. Not to be forgotten by his many friends in the coffee trade, Weldon plans to attend occasional coffee functions in the future.

■ ■ The Western Tea Association luncheon meeting at Gino's in January elected Ray Graham of McCormick & Co., Schilling Division to head their group, as president, for the ensuing year. Werner Lewald of Transpacific Transportation Co. was elected vice-president and Stan Lee, MJB Co. was elected secretary-treasurer. John Siegfried, retired tea broker, formerly with Irwin-Harrison-Whitney gave a most interesting resume of his recent round the world cruise.

■ ■ A large contingent of San Francisco coffeemen and their wives traveled by plane and train to the National

Coffee Convention at Boca Raton, Florida. The illustrious group was headed by President and Vice-President of the Pacific Coast Coffee Association, Robert C. Powell and William Seeley, respectively.

■ ■ Lawry's Foods, Inc., of Los Angeles heralds a great new "first" with the introduction of their Spanish Rice Seasoning Mix; a new dry seasoning mix of high quality that is expected to trigger an immediate and enthusiastic consumer response. This "first in its field" is already a Gold Medal winner at the recent California State Fair and Exhibition.

■ ■ Craig Harrison, featured personality on the "Housewives Protective League" and the "Starlight Salute" on KCBS Radio, met with representatives of Caswell's Coffee to sign a fifty-two week contract, continuing the fourth year of commercial relationship between Caswell's, the Housewives Protective League and KCBS Radio. Participants in the contract signing were Bob Schuman, Caswell's vice president in charge of sales; Mr. Ed Malmgren, president of Caswell's; KCBS account executive Carl Nielsen; and Craig Harrison of the Housewives Protective League. The advertising spotlight will be thrown on both Caswell's National Crest and Caswell's Hawaiian Kona coffee.

■ ■ The Grace Line honored Harry A. March recently upon his more than 25 years service with that company. The auspicious occasion was held at Gino's Restaurant with his many friends in attendance.

Chicago Doings

■ ■ Economic conditions are making themselves felt at the retail and institutional level.

Restaurant traffic is reportedly off from year ago figures, and institutional coffee companies consequently see a dip from year-ago sales figures to restaurants.

The dip, say coffee roasting officials here, is slight however. They said that one overt sign of the business pressures on restaurants and roasters is that collections have gotten to be poorer and slower.

Stronger sales efforts in other areas

of their business are making up for the restaurant dip, say institutional coffee company officials.

As a result, they point out, total sales tend to be about even with year-ago results, despite the slight drop in restaurant billings and collections.

Supermarkets have been winding up their fiscal year with sales showing sizeable increases, but profits disappointing.

Aggressive and expanding competition, via newer and bigger supermarkets being opened, plus rising operating costs apparently are cutting into supermarket profits this year.

Coffee, during 1960, received the heaviest footfalling pricewise in this market in the past several years.

It has almost consistently been a loss leader item in independent and chain supermarket promotions here.

■ ■ Since the first of the year, supermarkets here have been diminishing their use of coffee as a promotional price loss leader as compared with 1960.

Fewer supermarkets have been plugging coffee as a promotional item and less advertising space in daily newspapers here has been devoted to coffee.

In an apparent move to shift out of the red hot price war of the two pound national brand sizes, supermarkets here late in January began shifting their attention to one pound coffee sizes.

During 1960, most of the late year promotional effort revolved around the two pound size.

Now supermarkets are offering national brand one pound sizes at prices ranging from 49 cents to 59 cents per can.

However, there is still plenty of action from independents on two pound sizes for 99 cents per can, literally below cost promoting.

■ ■ During its monthly dollar day food specials, The Fair Store, a downtown department store, was offering customers 1 free package of 16 Tetley tea bags with the purchase of 100 tea bag tin. Retail price of the deal was \$1.

The Fair is owned by mail order and catalog house Montgomery Ward & Co., here.

■ ■ Lawry's Foods, Inc., Los Angeles, Cal., has point-of-purchase shelf exten-

ders in some supermarkets here plugging the firm's garlic spread.

The thin metal racks, capable of holding about 12 bottles of the four ounce Lawry's spread, are attached to the metal strip at the front of supermarket gondolas in the bread section.

Point-of-sale material reads "Lawry's garlic spread makes perfect garlic bread." The spread retails for 39 cents per jar.

■ ■ Interstate Vending Co., has purchased the business and assets of Davend Automatic Cafeterias. Each is a Chicago firm.

Davend has been in business here for 13 years in Chicago and suburbs, principally in governmental, educational and industrial establishments.

About 70 percent of its business is in industrial locations. It currently has over 50 such accounts here.

The Davend operation will be integrated with Interstate regional operations at Interstate's central office and warehouse at 1600 S. Ashland Ave.

David Gottlieb, owner of Davend, will assume an active role in the Chicago operation of Interstate, according to Interstate president Ronald Wolff.

In another expansion move, Interstate finalized acquisition of six New England industrial food service and vending companies.

The six companies serve over 85 major industrial accounts in New England and on the eastern seaboard.

The two food service companies are Food-Crafts, Inc. and Food-Crafts Associates, Inc.

The vending companies include Vendaway, Inc.; New England Vendaway Corp.; Vendaway Corp., and Vendaway Associates, Inc.

All are headquartered in Hartford, Conn.

The six corporations involved in the merger have over 700 employees.

Plants serviced have work forces ranging in size from 50 to 50,000 persons.

Leon H. Savage, president of the six companies, will continue as chief executive of the acquired firms, according to Interstate president Wolff.

Interstate primarily services industrial plants with a variety of products through vending machines and also manufacturers, for its exclusive use, a line of coffee, tea, soda and other vending machines.

The firm maintains its national headquarters, including manufacturing facilities, in Chicago.

As noted in the January issue of COFFEE AND TEA INDUSTRIES, Interstate has agreed to pay \$2½ million, plus an additional amount up to

\$500,000 based on earnings in 1961 and 1962 for the four vending companies.

Acquisition of the two food service companies will be made by an exchange of 100,840 shares of Interstate \$1 par value common stock for all Food-Crafts stock.

Combined sales of the six companies is \$7,378,984. Net income is \$355,017.

The Food-Craft companies are 10 years old. The Vendaway Companies are five years old.

■ ■ Hills Bros. Coffee Co. is offering a \$1.32 per case promotion allowance on 12 count cases of its two pound coffee tins, through Feb. 4.

The allowance is deducted from invoices. There is no limit on quantities or numbers, but the company reserves the right to withdraw or alter the offer without notice.

It covers food retailers in the Chicago metropolitan area, Illinois and the Iowa portions of Hills Chicago division, plus 16 Indiana counties.

■ ■ Proctor-Silex Corp. which manufactures electric coffee makers as part of its line of small electrical appliances, has shifted its advertising account to the Fredric R. Kleiman advertising agency, Chicago.

■ ■ National Tea Co. wound up 1960 with a whopping \$26 million gain over 1959's total volume.

The nation's fifth ranked food chain did \$855,840,888 in business last year.

This is a 3.17 percent or a \$25,322,612 gain over 1959 figures of \$829,518,276.

At year's end the company had 898 supermarkets in operation as compared with 910 stores open at the end of the previous year.

In 1960, National opened 53 new supermarkets in its 11 branches. Of these 36 were new locations, and the balance were relocations of former stores which had become outmoded for modern merchandising and expanded lines, according to chain president Harley V. McNamara.

The chain executive said that National Tea has 70 additional supermarkets under lease to be placed in operation during 1961 and early 1962.

Of these, 52 units will be in new locations, representing expansion, and 18 will replace outmoded existing supermarkets.

Sales for the four-week period ended Dec. 31, 1960 were the highest for any similar four week period.

The company did \$71,666,819 in business, a healthy 8.7 percent increase over the \$66,012,433 in sales rung up a year ago.

National's board of directors has declared its first stock dividend of 1960, amounting to 20 cents per common share.

The dividend is payable Mar. 1, 1961 to all shares of the company's \$4 par value common stock on record as of Feb. 10, 1961.

■ ■ Food processing, distributing and retailing giant Consolidated Foods Corp. wound up the first 24 weeks of its fiscal year with earnings of \$3,264,172, a five percent gain over the \$3,113,610 earned in the comparable period a year ago.

Earnings were equivalent to 97 cents per common share on the 3,363,649 shares outstanding. This compares with 93 cents per common share a year ago, after adjustment for a five percent stock dividend paid in November, 1960.

Sales for the 24 week period, which ended Dec. 17, 1960, hit a new peak of \$205,901,515, a 7.5 percent gain over year-ago sales of \$191,417,738, according to Consolidated president S. M. Kennedy.

■ ■ A report by Super Market Institute trade association of supermarket companies, gives quite a different pattern of sales figures for food stores across the nation.

Member companies reported nearly three times as many of them experienced sales drops in the first nine months of 1960 as was the case in the same period of 1959.

SMI said that 17 percent of the reporting firms noted losses for the three-quarter mark of the operating year. A year ago, only six percent of the reporting companies indicated losses.

Some 80 percent of the reporting firms showed sales increases for the period, the SMI report added.

■ ■ A Federal District Court judge here has denied a motion by The Kroger Co. for summary judgement dismissing charges that the chain infringed and diluted the "Flavorama" trademark, and engaged in unfair competition.

The charges were contained in a suit brought against Kroger by a barbecue sauce manufacturer and two companies licensed to use the registered barbecue sauce trademark, "Flavorama."

Plaintiffs are Meat Industry Suppliers, Inc., the manufacturer, and Tray Bon Corp. and Flavorama Products, the trademark licensees. The three firms are all located in Northfield, Ill., to the north of Chicago.

Kroger, which sells the sauce to its stores, replied to the suit by saying that it used the term "Flav-Aroma" in con-

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nection with advertising its private label instant coffee trademarked "Kroger," and "Spotlight."

In the answer, Kroger said that the plaintiffs know of no instance of actual confusion resulting from Kroger's use of the descriptive word combination "Flav-Aroma."

■ ■ William H. Petersen was named a vice president of Paxton & Gallagher Co., Omaha, Neb. headquartered coffee and food company. The post is a new one.

Mr. Petersen formerly was western division sales manager for the firm.

Paxton & Gallagher's western headquarters will be from San Francisco to Los Angeles, Cal. about Mar. 1. The firm produces Butter-Nut Foods.

■ ■ A Chicago accounting firm has been tapped by the Grocery Manufacturers of America to run a study covering retailer's costs of handling manufacturer's promotion coupons.

The Arthur Andersen Co., Chicago, is negotiating with the GMA for finalization of the deal.

The study will take about five months and will cover supermarkets in several major cities across the nation.

It is hoped that the study will yield some ground information on methods to improve coupon redemption practices.

■ ■ Jewel Tea Co. wound up its fiscal year with a 2.7 percent increase in annual sales.

The midwestern chain had sales of \$472,798,406 for the 52 weeks ended Dec. 31. This compares with a volume of \$460,588,716 the previous year.

For the four weeks ended Dec. 31, the chain showed an 11.2 percent sales gain.

It did \$40,221,524 in total business as compared with volume of \$36,168,866 for the comparable weeks of 1959.

New Orleans Notes

■ ■ The Green Coffee Association of New Orleans has announced the re-election of the following officers, who served during the year 1960, for the 1961 term: President is Murray Squires; 1st Vice President, James S. Levy; 2nd Vice President, Louis J. Castaing; 3rd Vice President, Phil H. Ricks, II; Treasurer, John J. Cummings, Jr.

■ ■ Sam Israel, Jr., president of Leon Israel and Brothers, Inc., has been appointed a member of the New Orleans Dock Board. The appointment was made by Louisiana Governor Jimmie H. Davis on the recommendations of New Orleans civic and business organizations. In addition to the above positions Israel is a director of the Times Picayune Publishing Co., the Hibernia National Bank, and the Louisiana Delta Offshore Corporation.

■ ■ Solon B. Turman of New Orleans, president of Lykes Brothers Steamship

Co., Inc., has been named to the business advisory council of the United States Department of Commerce. Turman's appointment was confirmed with an official announcement by Secretary of Commerce Frederick H. Mueller.

■ ■ Community Coffee Company, of Baton Rouge, La., has announced plans for enlargement of its premium facilities. The move is in line with the company's increased activity in this direction.

■ ■ The HLH Parade Co., of Dallas has announced acquisition of the U. S. Coffee and Tea Co., 54-year-old Dallas importing, processing and distributing firm. The latter markets coffee and tea on an institutional basis, and a condiment, spice, and delicacy line for the retail trade.

■ ■ Bowling scores of the Green Coffee Bowling League at the end of January as reported by Rodney Abele, Leon Israel and Bros., Inc., secretary, show the teams' standing as S. Jackson and Son; J. Aron and Co., Inc., No. 1; Westfeldt Bros.; Leon Israel and Bros., Inc.; Delta Line; Kentucky Warehouse; Buckley and Forstall; Volkart Bros.; Dupuy Storage and Forwarding Corp.; J. Aron and Co., Inc., No. 2; and Biehl and Company, in that order. First high team, 3-games, Buckley and Forstall 2520; 2nd high team 3-games, Dupuy, 2467; 3rd high team 3-games, Leon Israel, 2426. First high individual, 3-games, L. E. Dittmer, Delta Line, 624; second high individual, 3-games, Tom Buckley, 596; third high individual, 3-games, I. C. April, Dupuy, 589. Buckley and Forstall continue as 1st high team game with 916; Dupuy is 2nd high team game with 898; Westfeldt is 3rd high team game with 876. I. C. April bowled 238 to take 1st high individual game; Bob Deas, Volkart Bros., took 2nd high team game with 236, and Tom Buckley bowled 235 to place 3rd high team game.

■ ■ Coleman W. Hull of J. Aron & Company, Inc., New Orleans, is presently in the West Indies, combining business with pleasure.

■ ■ Edward Ryan of Michael Hassel, New York, stopped in New Orleans on his return from Boca Raton, and called at the offices of Buckley and Forstall.

■ ■ Don Diamond of A. C. Israel Commodity Co., Inc., New York, visited at the offices of J. P. Marks, New Orleans, enroute from the convention to New York.

Obituaries

■ ■ Alfred D. Houston, vice president and sales manager of the Hotel Restaurant Division of the Martin L. Hall Co., packers of Victor Coffee and Tea, passed away on January 31. He was 53. For many years Houston was associated with Stanley W. Ferguson, Inc., and in recent years with Martin L. Hall Co., a subsidiary.

■ ■ Louis J. Woolf, chairman of the board and president of H. Kohnstamm & Co., Inc., New York, passed away on January 12.

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